

# SelfInform Touchscreen Wayfinding

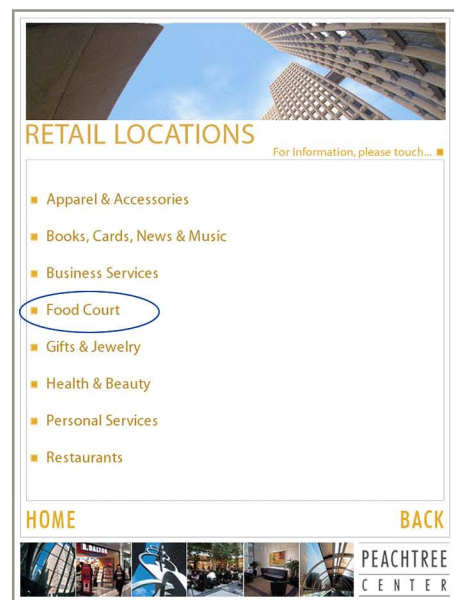
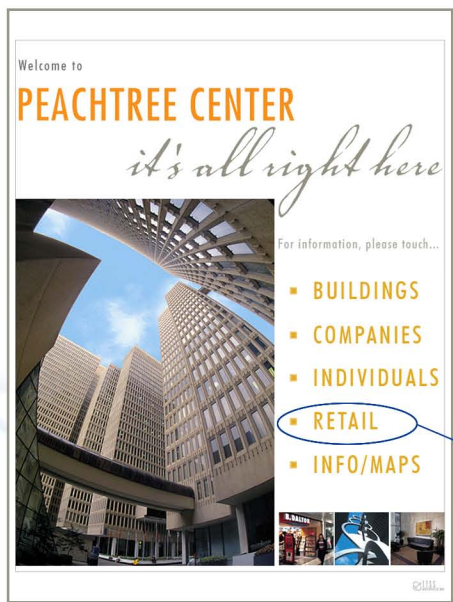
Peachtree Center - Atlanta, GA

TTSS Interactive Products developed an integrated wayfinding system for the Peachtree Center Office and Retail complex in Downtown Atlanta. The real estate management firm controlling the property recognized that visitors were challenged when trying to locate retail locations and office lobbies, and asked TTSS for assistance.

TTSS partnered with a kiosk fabricator to develop a "totem" custom enclosure that would house a vertical mounted touchscreen and computer for the wayfinding system. Seven of these enclosures were placed at strategic locations throughout the complex near major gathering points for customers and visitors.



Information Kiosk

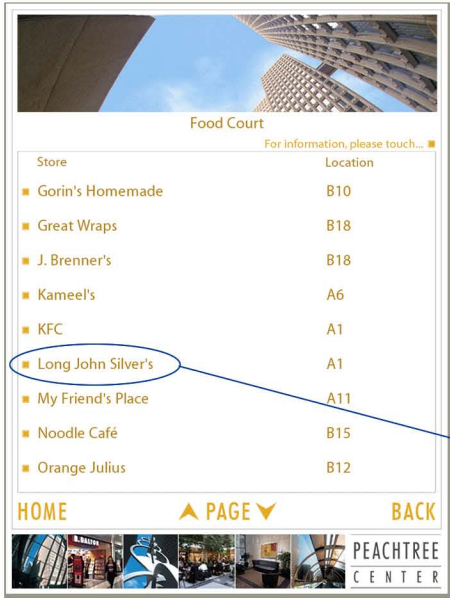


Visitors to the complex see the information kiosk and touch an option on the screen. For example, touching the "Retail" button will take the visitor to another screen that lists the various categories of retail stores.

Touching the "Food Court" button will...

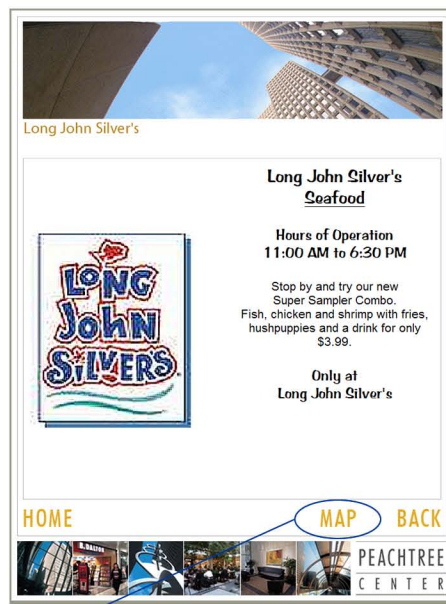
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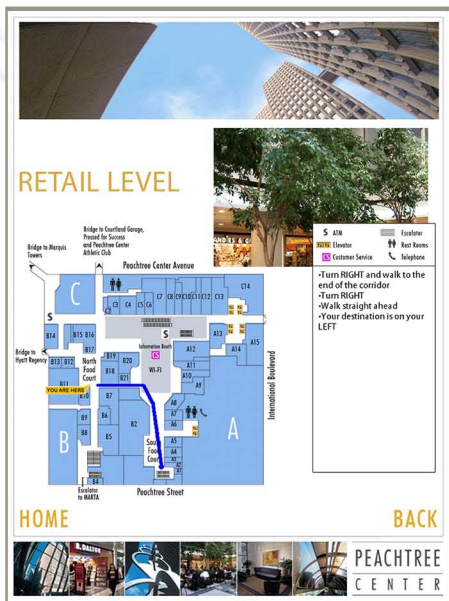
...bring the visitor to an alphabetic listing of the food court businesses.

Touching "Long John Silver's" will deliver the visitor to a screen with additional information for this vendor.



This screen can be updated as needed to highlight retail promotions or to give additional information on each vendor. Items such as hours of operation, phone numbers, and trademark logos can be displayed here.

When the visitor touches the "MAP" button, a map of the retail area is displayed showing a "You Are Here" identifier, a flashing line guiding the visitor, along with text directions to their destination.

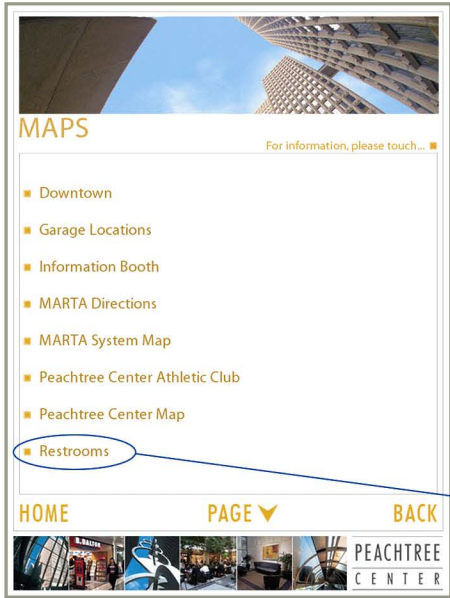


In complex locations such as large retail malls, multiple maps can be linked to each other to assist the visitor in moving from floor-to-floor or building-to-building.

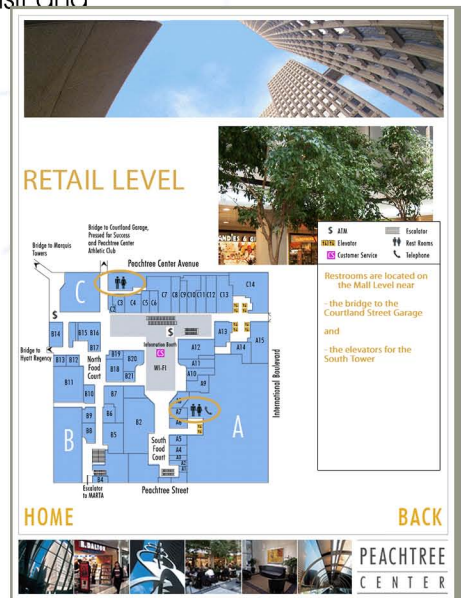
Our wayfinding experts will work with your local management group to provide the simplest, clearest, and most easily understood wayfinding directions for your visitors. They are experienced with a variety of wayfinding challenges and bring our "best practices" fundamentals to each client site.

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The SelfInform touchscreen systems provide a wide variety of information to your visitors. At Peachtree Center, many visitors are tourists that pass through the retail mall on their way from hotels to other Atlanta destinations. The SelfInform system allows the client to add content such as additional maps of the complex, area maps, directions to mass transit and other information.



SelfInform touchscreen wayfinding systems provide these features plus the capability to list special events, provide graphic announcements, give limited Internet access to specific web sites, while giving the client complete control over the system content. TTSS delivers fully developed systems ready for use from day one of installation, and trains our clients in the maintenance of the content for the future. We are always available to provide assistance at our toll-free number during the warranty period.

## Experience the TTSS Difference

TTSS provides the computer hardware, software, programming, graphics, installation and project management services to make your digital wayfinding systems successful. We work with a variety of kiosk vendors to match the look and feel of our client sites.

Each one of our wayfinding systems is unique and configured specifically for each client site. We recognize the importance of your style and branding and our project managers and artists work directly with our clients to ensure that we capture your style in these systems.