

Actalyst™

interactive digital signage



Touch and go.

SMART
Technologies

Transforming the customer experience



Actalyst interactive digital signage

The barriers to excellent customer service seem to multiply each year. Consumers are demanding more information but fewer employees are available to provide the service. Nevertheless, an exceptional level of service must be maintained. More is required but fewer resources are available. Getting the most from staff and facilities has never been more critical for success.

Transform the customer experience

Actalyst interactive digital signage puts customers in the driver's seat, transforming a missed opportunity or sale into a unique, one-to-one exchange of information. Customers can search at their own pace, quickly find the information they need and even make purchases directly. All this can be done without asking for assistance.



The power of touch

With Actalyst interactive digital signage, information is always available, as close as the customer's fingertips. There is no learning curve to overcome because all that is needed is a touch on the screen. Product details, directions, check-in services or event and exhibit information – it's all right there.

The large display allows more than one person to access information at the same time. Frustrating line-ups are reduced, ensuring everyone can get the information they need and be on their way.

Whatever application you choose, Actalyst interactive digital signage is the perfect tool to educate, inform and deliver the information your customers want.

What's in it for you?

A large, vibrant display attracts attention and keeps customers involved, and that means more exposure to your products or services. Customer-focused information translates into a better customer experience, and that's always good news for the bottom line. Because Actalyst interactive digital signage is an easy-to-use information hub, fewer interactions with customer will be required. You'll save on staffing and training costs, and that's also good news for your return on investment.



Built to last

The Actalyst interactive overlay fits over your existing LCD or plasma flat-panel display, whatever the size, make or model. Treated glass protects the panel from fingerprints, scratches, food or harmful chemicals. And because the display is touch operated, there is no pen tool to be lost or stolen.

Interactive digital signage: What is it?

A large-scale, networked interactive digital screen that provides information and advertising content in a public venue or retail environment. Users navigate content by touch.

Create



Develop and produce the information you want to communicate in the format you choose. Audio, video, photography, graphics – you are limited only by your imagination.

Manage



Store, schedule and monitor your information in a networked environment.

Display



Use your LCD or plasma monitor to display information.

Navigate



Securely attach the Actalyst interactive overlay over the display. Information is now just a touch away.

The solution that



Retail

Use Actalyst interactive digital signage in your retail environment to gain a competitive business edge. Interactive digital signage will attract, engage, inform and serve your customers, resulting in increased sales, improved customer satisfaction and consistent service levels.

Actalyst interactive digital signage is a cost-effective sales and employee training tool. With costly employee turnover each year in retail, this solution can be used to train staff quickly and may even act as “virtual floor staff,” cutting down your overall employee expenses.

Actalyst interactive digital signage supports assisted selling because your sales people and customers have access to reliable product information at their fingertips. During busy peak hours, Actalyst interactive digital signage can up-sell, cross-sell and offer other product suggestions. With this product, you can maintain a consistent message, even with sales staff that may have varying levels of expertise and knowledge. An interactive information kiosk will ensure your company’s messaging is consistent, factual and targeted.

With Actalyst interactive digital signage, you can also extend your online shopping experience and your customers’ Web experience. This product enables you to reach more customers with fewer staff because customers are able to explore at their own pace and find information unassisted.

Potential uses

- Interactive store map (wayfinding)
- Product or service information station
- Targeted sales announcements
- Possibility of selling advertising space, resulting in likely revenue generation



Real estate

Use Actalyst interactive digital signage to educate, inform, persuade and sell to your clients. Digital content draws clients into the signage message, while the added layer of interactivity gives your business a competitive edge. Allow your customers to browse your real estate offerings in a pressure-free sales environment, and let the Actalyst interactive digital signage offer your customers reliable, targeted product messages and property information during hours when your agents may be busy.

Potential uses

- Showcase virtual show homes (i.e., floor plans)
- Capture customer information
- Survey potential customers



Property management

Use Actalyst interactive digital signage in your office or retail buildings to attract, inform and serve users by providing access to the relevant information they want, when they want it. With Actalyst interactive digital signage, visitors are just a touch away from pinpointing a particular office or retail location, or accessing a calendar of events.

Potential uses

- Interactive wayfinding
- Promote upcoming events

clearly fits



Hospitality

Use Actalyst interactive digital signage to attract, engage and serve your customers by providing instant access to the interactive information they want. Let your guests search for local events, attractions, restaurants, location information and directions when the concierge isn't on duty, or direct them to their hotel rooms, meeting rooms and banquet halls.

Potential uses

- Virtual concierge
- Interactive wayfinding



Higher education

Use Actalyst interactive digital signage on your university campus to attract, inform and serve students, faculty and visitors by providing reliable access to the information they want. With Actalyst interactive digital signage, users can pinpoint the location of a particular lecture hall or campus facility, or find out about special events.

Potential uses

- Interactive wayfinding
- Announce new classroom locations



Trade shows and events

Use Actalyst interactive digital signage to educate, inform, persuade and sell to people at trade shows and events. Attract attendees to your booth with dynamic images – your products and your signage message will stand out from the rest. Keep people engaged and involved by customizing your in-booth presentations for individual visitors.

Potential uses

- Booth floor map
- Demonstration station
- Product information station



Museums

Use Actalyst interactive digital signage to attract, engage, inform and serve your museum visitors by providing access to detailed exhibit directories and information on current exhibits. Encourage return visits by providing multilingual information on upcoming exhibits, and replace small, static exhibit placards with robust, interactive digital content that provides your guests with an enhanced museum experience and an increased sense of satisfaction.

Potential uses

- Interactive information
- Interactive wayfinding
- Promotion of upcoming exhibits



Ship's passengers cruise for information using Actalyst interactive digital signage



Carnival Cruise Lines switched to Actalyst interactive overlays, in 2003, on board its Conquest-class vessels, the largest in its fleet, in an effort to improve their current interactive signage systems. Guests seeking general information about their cabins or directions to any of the ship's many amenities can simply touch the accurate Actalyst interactive overlay to

view or search for basic information in a comprehensive, readable design.

"Touch-screen technology allows guests to access information in a clean and easy-to-use format. From deck plans to shore excursion information, touch screens allow patrons to navigate to the information readily," explains Carnival's fleet graphic supervisor Samantha Kelly.

With Actalyst interactive digital signage in place, quick access to easily updatable information is just one touch away. Passengers seeking information about a particular dining area will find interactive maps of deck plans and other basic information about the ship's various restaurants and buffets. By selecting "deck plans" from the main menu and then selecting the name of their dining room, guests see the location of that particular dining area, allowing them to return to the relaxation of their vacation in just minutes.

Touch-screen technology for tourists

Carnival estimates an average of 4,690 guests interact with one of their Actalyst interactive digital signage installations each week – that amounts to approximately 1,000 screen touches per Actalyst interactive overlay each day. Even under such heavy-use conditions, Carnival remains completely satisfied with the dependability, durability and reliability of SMART's product.

"The system's sole purpose is to help guests find any information they seek, as quickly and easily as possible. Among the many benefits of these systems is providing guests with easy and convenient access to a wide range of frequently asked questions, saving them time and effort," says Kelly. "I am personally impressed with the strength and durability of the Actalyst overlays and, with no products having to be replaced to date, we feel confident in our continuing business."



“Welcome to the FedEx Institute of Technology and the University of Memphis. How may I be of assistance?”

Walk through the main entrance of the massive 90,000 square foot FedEx Institute at the University of Memphis, and you'll be greeted by MIKI – the Memphis Intelligent Kiosk Initiative.

Spearheaded by Dr. Lee McCauley of the University of Memphis in 2005, MIKI is a three-dimensional directory assistance-type digital persona, housed in a prominently positioned Actalyst interactive digital signage unit.

MIKI guides students, faculty and visitors through the institute's maze of classrooms, labs, lecture halls and offices using graphically rich, multidimensional, interactive, touch and voice-sensitive digital content, created by the university.

According to McCauley, an associate professor of computer science, the successful implementation of MIKI at the FedEx Institute is attributable to the interactive kiosk's intuitive, informative and easy-to-use content, and to its durable, dependable Actalyst interactive overlay. In operation since November 2005, MIKI now provides information about locations, people, research happenings and events to approximately 100 people a week.

MIKI doesn't miss a beat

“This type of information kiosk, especially with the type of interface that we have, is most useful because there is zero training involved. People can go up and get information about a project or how to get to a location, all without having to be trained on the technology,” explains McCauley. “Also, I've found it highly accurate when we've done maintenance and when we were doing the installation. It was much easier, in my opinion, to use the Actalyst to move around Windows and do the whole installation than it was to use the mouse. The accuracy is very good and we've maintained that accuracy as well, I mean, we've been using it since November and we haven't had to recalibrate it.”

After testing similar devices, the hard-coated, anti-glare polyester surface of the Actalyst interactive overlay – designed for optimal light transmission and to be chemical and scratch resistant – provided the worry-free interactive digital signage solution McCauley and his team were looking for, all in a format large enough to accommodate their 50" plasma television.

“The Actalyst removed several things that we didn't have to worry about. We didn't have to worry about the mouse, the glare on the screen is less because of the Actalyst overlay, and it doesn't get smudges on it,” says McCauley. “We almost expected smudges with as many people that come through and use it.”

Buy SMART

SMART Technologies Inc. leads the world in the design and manufacturing of reliable, touch-enabled products. In fact, SMART products are used in hundreds of thousands of businesses and classrooms around the world.

Features

- **Touch system** DViT™ (Digital Vision Touch) technology lets you manipulate the display's content simply by touching it. DViT, which was developed by SMART, uses state-of-the-art digital cameras embedded in the frame to detect contact on the screen. Touch accuracy remains consistent across the entire screen area. DViT's durability, reliability and simplicity ensure maximum uptime for interactive stations.
- **Protective surface** Durable, touch-friendly, anti-glare, scratch- and chemical-resistant surface protects your display without compromising image quality.
- **Size options** Available for flat-panel displays in screen sizes ranging from 32 to 65" (81 to 165 cm) diagonals.
- **Supported flat-panel displays** SMART's custom-fit interactive overlays are compatible with large-screen plasma and LCD panels from more than 14 different manufacturers. For an up-to-date list, go to www.smarttech.com/actalyst/panels.
- **Orientation** Portrait and landscape installation available.
- **Software** The driver that provides touch control of your interactive overlay is available for most Windows® operating systems and is compatible with content-development software.

Systems Requirements

Windows® operating systems

- Pentium® 150 MHz processor (Pentium II processor or later recommended)
- 48 MB of RAM (128 MB recommended)
- Windows NT® 4.0 (SP6), Windows 98 operating system or later
- 21 MB of free hard disk space for maximum installation
- Available serial or USB port (1.1 for faster)

Authorized SMART reseller

SMART Technologies Inc.

Corporate Headquarters

1207 – 11 Avenue SW, Suite 300
Calgary, AB T3C 0M5
CANADA
Phone 1.888.42.SMART or +1.403.245.0333
Fax +1.403.228.2500
info@smarttech.com www.smarttech.com