

DIGITAL SIGNAGE EXPLAINED - DIGITAL WAYFINDING



Let us help you find your way with Digital Signage and interactive wayfinding solutions.

Digital wayfinding, also known as Directional Displays is a digital directory that helps visitors orientate themselves in a physical space, providing clear, concise information and directional mapping.

Wayfinding gives a sense of familiarity, through interactive maps and directional information reducing the panic and stress of feeling lost. This impressive platform is an irreplaceable resource that guides visitors to their desired destination, minimizing confusion, saving them time and improving on-site experience.

Create a seamless navigation experience with the versatility of wayfinding and it's impressive real-time capabilities . Display building maps, office listings, location maps, meeting room schedules, safety messaging and welcome messages,

Whether on a university campus, hospital or clinic, shopping center or airport, wayfinding steers the guest to a far better user experience.

Provide that peace-of-mind to your guests with modern, state-of-the-art Digital Wayfinding.

BENEFITS OF DIGITAL WAYFINDING

- Builds brand recognition
- Creates a sense of space - "You are here"
- Creates a unique guest experience
- Save time, money and the environment
- Reduces stress and confusion
- Responsive. Integrated. Reliable
- Interactivity and increase customer engagement.
- Powerful processing capabilities
- Easy configuration & control
- Provide important visitor trends and metrics (such as deciphering which areas receive the most amount of foot traffic)

