



CASE STUDY

Cockburn Gateway Shopping Centre

Digital Touchscreen Kiosks



Yap!touch
interactive touchscreen displays

Cockburn Gateway Shopping Centre

Digital Touchscreen Kiosks

Recognising the incredible power of digital technology to connect and interact with its customers, the owners of Cockburn Gateway Shopping Centre commissioned Yap! Digital to supply and install four 'Aquila' touchscreen digital kiosks at the shopping centre's four entrances.

Following a successful presentation of the touchscreen technology to the shopping centre's owners and architects, Yap! Digital was chosen due to its ability to provide not just the digital hardware, but a comprehensive turnkey solution that included the supply and installation of the four touchscreen kiosks (including routers to connect to the centre's free Wi-Fi), hosting, content creation (with creative direction from the architects) and content management.

A site meeting with the shopping centre's management prior to installation was carried out in order to photograph the kiosks' installation locations and to ascertain GPS locations for the kiosks. Installed at night, the kiosks were anchored to the shopping centre floor (having scanned the floor for services).

Touchscreen technology specifically enables the visitor to interact directly with the kiosk on entrance to the shopping centre. The visitor is greeted with the latest in-centre deals and sales information. The detailed

shopping centre directory features all the stores, and by touching the screen an outlet's specific information is displayed, including easy-to-follow map directions to the store. The kiosks also enable the visitor to find out the centre's opening times, to contact the centre management directly if required, and to sign up to the centre's mailing list.

On an ongoing basis, Yap! Digital also provides a monthly content management service to Cockburn Gateway Shopping Centre to ensure the touchscreen kiosks are constantly up to date.

OUR TURNKEY SOLUTION INCLUDES:

- Content
- Hardware
- Design & Engineering
- Digital Care
- Software
- Hosting
- Manufacture
- Permits & Traffic Management
- Project Management
- Installation
- Maintenance





We're ready to start talking!
Speak up now about your next project or idea.

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 **Yap!digital**
interactive signage that speaks