ez WayFinder
Indoor Digital Wayfinding

ezWayFinder is an Interactive Wayfinding application built on a mobile platform, which can be accessed from a stationary kiosk, smart phone or tablet. Provide your consumers with visual & textual directions whether they are On-Site or On-The-Go!

Benefits of Digital Wayfinding

Enhance Your Visitors' Experience

Visitors often are already experiencing some level of anxiety; whether visiting a loved one in the hospital, rushing to catch a flight, or doing some last minute holiday shopping. Adding an unfamiliar environment into the mix, and not knowing where to go, can cause even more panic and disrupt many aspects of their visit.

Digital Wayfinding can help to ease visitors' stress and frustration, making their experience more pleasant.

Save Costs & Go Green

Avoid the high costs and unnecessary downtime associated with traditional printed maps and directory updates. Get rid of the floods of paper - instead, go green using a touchscreen system that is easy to implement and makes content updates cost effective and effortless.

Additionally, reduce the amount of time your staff spends assisting visitors with directions or other facility related information - allowing them to focus on their daily tasks.

Increased Return on Investment (ROI)

Leverage digital Wayfinding to its fullest by displaying dynamic advertisements, promotions, or other information to your visitors, and maximize your return on investment.

A digital Wayfinding system is also a great value-add if you're looking to attract new tenants and revenue. Visitors using a kiosk or smartphone will be able to easily find the tenants' location. Furthermore tenants, shops or other departments can easily update the app with deals, promotions or other information they would like to push to visitors/consumers.

- ✔ Hospitals
- ✔ Airport
- ✔ Hotels
- ✔ Museums
- ✔ Education
- ✔ Office Buildings
- ✔ Convention Centers
- ✔ Grocery Stores
- ✔ Shopping Malls

KIOSK

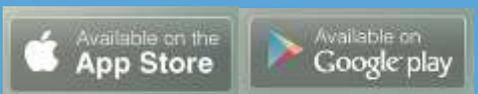Offer 24/7 unattended Wayfinding assistance on-site with an iPad Kiosk:

» Low IT cost & easy maintenance, repairs, & replacement

» Smaller footprint for quick & easy deployment

» Numerous models & mounting options

Flexible and cost effective solution, scalable for any sized facility or campus.

MOBILE DEVICE

Make your Wayfinding service available anywhere, on any device.

» Pre-plan a visit & print directions from the comfort of home

» Access a route on the move

» Send textual directions to ANY mobile device via text or email

Available on the App Store

Available on Google play

Why ezWayFinder?

Platform Agnostic

ezWayFinder is available as a native iOS or HTML5 app - supporting any smart device or browser.

Easy-to-Use

The interactive user experience speaks for itself, with an intuitive and engaging multi-touch UI that makes Wayfinding easy and fun.

Data-Driven Architecture

Just like Google and Apple Maps, we have built our digital Wayfinding application on a data-driven architecture. Unlike these market leaders, we provide indoor directions!

Accuracy

Data-driven technology ensures calculation of the fastest or most preferred routes.

Flexibility

Calculating routes using data, as opposed to graphically, allows for points to be easily manipulated and updated over time. This can be crucial when your facility is undergoing construction or other renovations.

Easy Maintenance & Cost Effective

Graphically-based systems require a lot of man-hours to setup and maintain. Anytime a change needs to be made to the graphically-based Wayfinding system, new maps have to be created. This makes them Inflexible, costly and time consuming.

In contrast, our data-driven system allows us to offer indoor digital Wayfinding that is affordable, scalable and easy to maintain.

ezWayFinder Features

Quick Search & Smart Filters

Quickly search any pre-defined point on the map, and add it to your route with a simple touch.

Use the smart filters to easily find all points relevant to a location type (e.g. restrooms, food, parking, bus stop, etc.).

Visual & Textual Directions

Our visual and textual directions work hand-in-hand to guide any user to their destination, whether they are visual or verbal thinkers.

Indoor & Outdoor Routes

ezWayFinder is not limited to just indoor directions.

Whether crossing campus, or leaving your facility, a visitor may route to nearby outdoor locations such as buildings, parking lots or bus stops.

Multiple Buildings & Floors

Navigating across large buildings and campuses can be overwhelming.

Our Wayfinding application provides routing across any number of buildings and floors, in an intuitive manner.

Offline Mode

When navigating on the move, Internet connection may not always be available.

Our application enables users to continue accessing their maps and routes offline.

Multiple Stops

Don't stop at 'A to B' Wayfinding; allow your users the option of adding multiple stops to their route.

Print, Email or Text a Route

Print, email or text a route to share and access on-the-go, without an iOS device.

Dynamic Information

Dynamic information (i.e. promotions, events, announcements, etc.) can be associated with various maps & locations, and made accessible through the platform via push & pull strategies.

Mobile Applications	Healthcare Solutions	Kiosks	Business Intelligence	IT Services

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