



BCN DYNAMIC WAYFINDING


CENTRALIZED INFO AND GUIDANCE SYSTEM FOR COMMERCIAL
AND PUBLIC AREAS

BCN DYNAMIC WAYFINDING

Dynamic Wayfinding system demonstrates the spaces in clear 3D maps, which can be rotated, zoomed, and browsed with ease. However, it is not a simple map solution, but its main feature is the active route guidance. Dynamic route guidance demonstrates the customer the best route from the current location to their desired destination. This facilitates moving within large spaces and finding desired businesses.

Dynamic Wayfinding means that the business data, map templates and routes can be constantly updated from the user interface and routes are always calculated from possible routes. For example, if a route has been closed due to construction work, the route guidance takes this into account and shows the alternate path.

BCN Dynamic Wayfinding is a package including all location info, names and locations of shops, public transport timetables, toilets, child care facilities, recycling points, parking lots, ATMs and other important locations in the service. It includes an advertising channel and a multitude of other additional services, customizable to meet the customer's needs and wishes.



BCN Dynamic Wayfinding is an information and guidance system designed to advise the customer of the shortest route to a destination and present customers with essential information on the different targets within the location.

The guidance system always demonstrates the easiest route, and works as an aid to the user in perceiving large space entities. BCN Dynamic Wayfinding works in all kinds of environments.



IMPLEMENTATIONS AND BENEFITS

SHOPPING CENTRES

BCN Dynamic Wayfinding advertises the shops and products of interest to the customer and guides the customer to their wished goods and services via the most direct route. As the customer is directed to their goal easily, more time can be focused on shopping.



SHIPS

Large cruise ships can be composed of more than 10 storeys. Customers who rarely use the services of the ship, do not have enough time to memorize the floor plan, but need an effective way to find routes to their desired destinations. The customer can be guided from the cabin door to their reserved table at the buffet area and simultaneously served info on the entertainment itinerary of the evening and offers at the Duty Free shops. BCN Dynamic Wayfinding is an excellent customer servant.

CITYMAP AND OUTDOOR SPACES

BCN Dynamic Wayfinding service can also be used outdoors. Wayfinding is well suited for presenting services in a city center and guiding residents as well as tourists to the desired shops, events and museums. All event information can be found in the system in real time.

FAIRS AND EXHIBITIONS

BCN Dynamic Wayfinding is the perfect tool for the ever-changing exhibition management solutions. A number of different solutions to the fair ground can be stored in the system and replaced with a delay of a few seconds for all digital information points. Last minute changes to the base map can be done easily and quickly with the map editor on the system administration page.



PUBLIC SPACES

Public facilities and for example campus areas can often be complex and composed of several different buildings.

BCN Dynamic Wayfinding can create an overall plan from a larger area, from which to navigate inside individual buildings. Each space within a building can have their own information window that contains the desired information about the space and its features.

FEATURES

DYNAMIC ROUTE GUIDANCE AND SEARCH

Dynamic route guidance means that the routes are drawn from the perspective of a normal pedestrian or a person with reduced mobility always using the currently available routes. Because the routes are easily edited in real time, for example, a broken elevator can be removed from the routes and the dynamic wayfinding guides the customer past that lift.



USER-FRIENDLY AND DYNAMIC HTML5 INTERFACE

Three-dimensional maps are shown with HTML5 technology, supported by all newer web browsers and mobile devices. 3D maps can be zoomed, rotated and wiped so that the user can easily examine the maps from a familiar point of view.

EASY UPDATES AND REAL-TIME INFORMATION

In the BCN Dynamic Wayfinding service all the relevant information is centrally and quickly updated. Shop data, text, images, and logos are quickly interchangeable. Routes and the base map can be edited from the user interface and the changes are updated for all devices within seconds.

3D-OBJECTS AND MAPS

Three-dimensional maps facilitate the perception of space. The client location and end point are presented in a clear animation and 3D objects can be added to the map. Stairways, elevators, escalators, landmarks and monuments are marked on the map to facilitate customers' perception of spaces. Also, desired anchor shops are shown on the map constantly, as they act as landmarks.



INTEGRATED MAPS FOR WEB AND MOBILE SITES

In addition to the touch screen solutions, maps are also usable on the company's or organization's own web and mobile sites. If the web browser in a device does not yet support HTML5 content, the site is also available in an automatically directed, traditional HTML version.



CONTENT MANAGEMENT AND INTERFACES WITH THE CUSTOMER'S OWN SYSTEMS

In BCN Dynamic wayfinding the facilities and business data can be managed either from the BCN-management interface or the data can be acquired via the interface from the customer's existing Intranet or web-systems automatically into the BCN system.

THE ROUTE IN YOUR PERSONAL DEVICE

The route acquired from a big touch screen can be moved to the customer's terminal in URL or QR-code form. Thus the guidance can be extended on a personal device such as a mobile phone or tablet.



BUSINESS AND USER BENEFITS

THE CUSTOMER WILL HAVE MORE TIME TO SHOP

When customers find the products and stores easily, they will be able to focus on making purchases with no time wasted in searching shops.

A NEW WAY TO TARGET ADVERTISING

BCN Dynamic Wayfinding system includes an advertising channel that shows offers of the products and the services the user seeks information on. Thus, advertising can be targeted according to customer needs.

INCREASED CUSTOMER SATISFACTION

The BCN Dynamic Wayfinding system is more than just a map and route service. Customer satisfaction and customer awareness of the products and services on offer increases as all the data and locations are easily found in one place.

INFORMATION-SHARING AND FACILITIES MANAGEMENT IN REAL-TIME

The system is based on the real-time updating. When the shop information or changes in routes or maps are changed in the management interface, the information is updated via the network in all digital guidance points in seconds. If the information is acquired from the customer's own system, also serving websites, information is updated everywhere simultaneously.



ABOUT US

Craneworks is an experienced and professional Digital Signage Company in operation since the inception of Digital Signage industry. We have been developing solutions and software for various customers and building state-of-the-art digital display -systems for clients with very different needs and in wide range of locations. We serve our clients in every aspect of their digital signage projects. From concept design to consultancy and building challenging Digital Signage -solutions, our comprehensive services are available to help our clients realize their most testing signage challenges.

Craneworks' own BCN Dynamic Wayfinding system is the result of many years of development and testing.

The system was developed to meet a clear need; Craneworks received feedback and requests from their customers unhappy with the wayfinding systems in the market. Craneworks' years of experience in audio-visual material, design and implementation of TV, advertising and film world also serves as background. Add these to our expertise in user interface, usability and programming, and our experience in the digital solutions for public spaces, we are able to provide our customers with the most appropriate services for all types of needs. Design and implementation of a centralized, easy-to-use and effective system, combined with the right kind of content ensure a successful end result. Guide and advertise with the right kind of content to the right target audience, at the right time and guide the customer directly to the purchase point. A new and efficient way to increase your sales.



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