

kompas wayfinding

Software for digital guiding signage

kompas and the Interactive Pack

kompas wayfinding is an intuitive and intelligent guiding signage solution. Users navigate the system via touchscreen, and the "LogoCloud" interface developed specifically for kompas wayfinding makes it very easy to use.

Each kompas wayfinding terminal calculates the routes dynamically based on its current position and orientation. The system is constantly learning: When a user enters an unknown search term, the term is automatically added to the database and can then be assigned to any store or location known to the system. Thus, kompas wayfinding is not just a mere visitor information system – it also works as a powerful planning and marketing tool, providing important feedback to its operators about what people are actually looking for.



kompas wayfinding as a guiding signage system in public spaces

In September 2011, kompas wayfinding won the "viscom Digital Signage Best Practice Award" in the "Guiding Signage" category. The jury cited the system's interactive components as well as its industrial design as reasons for their decision.

The kompas wayfinding system provides comprehensive visual directions to visitors of shopping centres, large stores, hospitals, public service buildings and so on. It is designed to be spotted and instantly recognized as a visitor information system even from afar and guides visitors safely and quickly to their desired destination.



kompas wayfinding

Guiding Signage

- ◇ Keyword search with autocompletion
- ◇ Display of related terms
- ◇ Prominently featured common destinations
- ◇ Clear directions displayed as a 2D bird's eye view
- ◇ Route descriptions with prominent waypoints
- ◇ Dynamic routes

Content Management

- ◇ Manage content from anywhere via web interface
- ◇ Assign keywords in multiple languages
- ◇ Edit names, logos, branches and floor space
- ◇ Define individual display options per logo
- ◇ See a list of all keywords
- ◇ Monitor common typing errors and assign them to the right keywords

Marketing and Media Data

- ◇ Reports for each terminal and all terminals combined
- ◇ Manage advertisements and marketing campaigns
- ◇ Market prominent keywords and premium logos
- ◇ Voucher marketing
- ◇ Comprehensive usage statistics
 - ✓ Number of users
 - ✓ Found destinations
 - ✓ Keywords: Found, not found, blacklists
 - ✓ Route descriptions
 - ✓ Top 10 shops
 - ✓ Export diagrams as images

Administration and Maintenance

- ◇ Comfortable system status monitoring
- ◇ Automatic notifications in case of errors and downtimes
- ◇ Reposition terminals at any given time
- ◇ Automatic updates
- ◇ Set business hours for the terminals

- ◆ Intuitive "LogoCloud" concept
- ◆ Choose a destination via icons or text
- ◆ Comfortable search functionality
- ◆ Dynamic calculation of routes
- ◆ Display of wheelchair accessible routes

