

Information Kiosk Advanced Retail Applications

Queensbay Mall

Management Corporation of
Queensbay Mall

Queensbay Mall on Penang Island features 5 retail levels of international and home-grown brands including fashion, lifestyle, dining, entertainment, sports, electronics, home furnishing, and department stores.



The Challenge

- The desire to create interactive directional, promotional kiosk, and digital signage content to enhance the experience of visitors
- Content needed to be able to be amended on an ad-hoc basis and in real-time by multiple stakeholders
- Deploy without the need for a complex network configuration
- Interactive kiosks needed to be technically secure to ensure misuse by the public was impossible

The Solution

- Empowered stakeholders to be able to create rich interactive content without the need for coding
- Amendments can be made in real-time as required whenever necessary
- Needs nothing more than an internet connection to maintain the display network content. This is delivered with reduced bandwidth use, via server-side rich media optimization
- StratosMedia, in conjunction with Google's Chrome device management features, deliver an interactive solution which can not be hacked and misused by visitors

The Platform

Featured functionality

- Click scene
- Click event
- Accounts
- Reporting

Hardware

- Chrome OS Hardware
- Samsung large format touch displays

