



Working together – RSL partners with CandiTV to deliver cutting edge information kiosks

Summary:

In an area which relies heavily on tourism, Conwy County Borough Council wanted to ensure visitors to the area were able to make the most of their stay, by using information kiosks situated across the county. RSL joined forces with CandiTV to deliver cutting edge information kiosks, leading the way in the supply of information to visitors.

Conwy County Borough Council wanted to install new kiosks to provide key information for tourists to ensure that visitors were able to make the most of their stay. RSL, a leading supplier of interactive public information systems, and CandiTV, an innovative software solution and technology services provider, demonstrated their versatility by forming a partnership to deliver exactly what the customer wanted.

Working together, they produced four interactive information kiosks to be situated at key tourist sites across the county. A combination of RSL's expertise in providing a touchscreen, all-weather, hard wearing kiosk, fitted with a 46-inch TFT screen, and CandiTV's ability to utilise cutting edge mobile technology delivered huge benefits to the council.

Conwy County Borough Council also agreed a three-year contract with RSL to remotely monitor the kiosks using RSL's Kiosk Minder software.

About RSL and CandiTV's work for Conwy County Borough Council:

Conwy County Borough, North Wales, is a popular visitor area, covering 113,000 hectares. About 38 per cent of this area falls within the Snowdonia National Park and the whole county is an area

of outstanding landscapes. These range from extensive sandy beaches and headlands to sheltered valleys, open moors and rugged mountains. Although it has a population of 111,400, not surprisingly, its economy relies heavily upon tourism.

Thirty per cent of all employment is provided directly by tourism, with more than 1.2million holidaymakers staying in the area each year, and a total of 4.1 million day visitors each year.

Conwy County Borough Council wanted to ensure that all these visitors enjoyed their stay, enhancing their experience by providing easy access to the information they require. This included knowing what there is to see and do in the area, transport links and up-to-date information on events. Therefore, it decided interactive tourist information kiosks were the ideal solution.

Anthony Woodhouse, Special Projects Officer (tourism), Conwy County Borough Council, explained what the council wanted to achieve through the introduction of the kiosks. He said: “We wanted large units, which would draw people to them, and which would also let them engage with them.

“We wanted to go beyond just having touchscreen and we knew people were becoming increasingly familiar with scanning items to get information and felt that QR codes could be a beneficial way to share information.”

CandiTV saw many positive aspects to selecting RSL as a partner to support its contract with Conwy County Borough Council. As CandiTV’s Managing Director, Kevin Griffiths, explained: “By working with RSL, we were able to ensure one source of supply and implementation for our client. We knew that RSL could deliver the hardware to support our innovative software solution and, together, deliver an exciting new kiosk for Conwy.”

RSL and CandiTV designed a 46-inch, portrait-mode touch screen column kiosk. Tourists are able to use the kiosk to search for and find the information they need, in either Welsh or English. There are currently four information kiosks, located a key tourist points across the county, with more planned in the future. An order has already been placed for another unit in Llandudno, which is expected to be in place by mid-June.

As the kiosks are situated outside, they were designed with this in mind. They include large, fully interactive, touch screen technology, which is combined with the ability to send the information that the visitor is looking at to their mobile phone. This gives visitors to the area a comprehensive, multimedia way to access and view information, enabling them to make the most of their stay in the area.

The kiosks provide a whole variety of services, including: providing round-the-clock information services in remote locations; keeping locals and visitors up-to-date with information, events and services; encouraging visitors to extend their stay, providing the latest information about what to

do and where to stay and promoting local pubs, restaurants and shops.”

It has also been important for Conwy County Borough Council that the design of the kiosks provided enough flexibility to update them when required. Anthony explained: “We were keen to make sure the kiosks were future-proof, with the ability to add new technology as it develops. We have already updated them with information our customers have told us they want, such as traffic feeds and weather, but the design of the kiosks gives us flexibility for the future as well.”

One exciting and innovative feature of the kiosk is the way in which the mobile technology, utilising quick response (QR) codes, enables continued interaction away from the kiosks. This means visitors can take away live information, pulled from a wide range of sources, and continue to use it to optimise their time in Conwy.

Kevin added: “We really feel that we have been able to deliver one of the best information kiosks available in the country right now. Visitors can access information whenever they need it, and take the information away with them so they can continue to make the most of their stay in Conwy.”



Details of RSL and CandiTV’s solution for Conwy County Borough Council:

A combination of cutting edge mobile technology, design, project management, installation and remote monitoring was delivered by CandiTV and RSL.

The information kiosks:

- Have a touch screen interface with 46-inch screens
- Have high brightness sunlight readable screens
- Have their own PCs in them
- Are completely dual language, providing information in both Welsh and English
- Are built for outdoor living, so they have weather and vandal resistant features
- Let you to send the content you are viewing direct to your mobile phone
- Are fully branded with the council's branding.
- Have mobile capability so people can dial the screen and then browse
- Display real time information based on live feeds from RSS feeds and Trafficlink. Gives traffic information, accommodation, travel and events information over the internet.
- Use QR code technology to enable people to take information away with them.

A QR code is a matrix barcode that consists of black modules arranged in a square pattern on a white background. Visitors download a free 'QR Code Reader' application to enable their mobile phones to use this technology. They then use their phone to take a picture of the QR code and this enables them to access the information they need on the move.



The kiosks have mobile phone capability, so people using them can dial the screen and then browse the information. They can then add any items they are interested in to their basket, for example a hotel or a day out, and when they are finished, they scan the QR code on the screen. This will bring up a menu on their phone and enable them to navigate through the information they have requested, on their phone, whatever their location.

Conwy County Borough Council also wanted to use RSL's Kiosk Minder for remote monitoring, under a three-year contract. This enables RSL to see how well the kiosks are functioning and rectify any issues remotely, or inform the council if a site visit is required to make repairs or adjustments. This is particularly useful given the outdoor positioning of the kiosks.

Conclusion

Conwy County Borough Council feels it has achieved the best possible outcome through the partnership formed by RSL and CandiTV. As Anthony explained: "As far as we are concerned, we got the best of both companies by having them both working on the project. This has resulted in what we think is a very good outcome and the feedback we have had has been really positive."

RSL is also delighted with the partnership with CandiTV and the results it has delivered for the customer. Figures show there have been more than 2,500 interactions with the kiosks since mid-January and Conwy County Borough Council says it is delighted with the results.

Nigel Dilks, RSL's Sales and Marketing Manager, concluded: "We were delighted to be able to work with CandiTV on this project and to be able to deliver exactly what a client needs to provide excellent services to a key audience. It has been very exciting to be involved in the design of such a cutting edge kiosk, particularly one which may change the way in which people access tourist information in the future."

Conwy County Borough Council is now looking into the possibility of installing additional kiosks at other locations.



If you are interested in the tourist information kiosks that RSL and CandiTV provided for Conwy County Borough Council, or would like to find out how we can help your organisation, please call one of RSL's friendly team on **024 7661 8189** or visit their website at www.rslkiosks.co.uk or call CandiTV's friendly team on **08458 733200** or visit their website at www.canditv.co.uk

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About RSL

RSL is a leading supplier of interactive, public information systems.

Our clients – whether they are transport hubs, tourist offices, prisons, hospitals – want to communicate with their customers. We help them do that.

We offer a complete service, from helping you choose the information system you need, to designing the hardware, developing the software, installation and then providing back office support and maintenance.

Please visit our website www.rslkiosks.co.uk or call one of our team for more information.

About CandiTV

CandiTV is a market leader in mobile software and technology development.

Partnering with media agencies, digital screen networks, print bodies, tourism operators, retailers and brands, CandiTV enhances traditional out-of-home marketing and communications by exploiting the power and potential of mobile technology to engage and personalise every experience.

Specialists in audience engagement and real-time two way interaction, our technologies combine and integrate to create rich user experiences in a wide variety of contexts.

Please visit our website www.canditv.co.uk or call one of our team for more information.