



Next Generation Interactive Visitor Information Service Towns, City Centres and BIDS



Alan Ottey – Town Centre Manager
Nuneaton & Bedworth Borough Council
Best Outdoor Market 2009

“It is all about improving our quality of service to the visitors, whether local or from further afield.”

As screens and digital signage of all types become increasingly common place in town and city centre locations including shopping centres, coach and rail stations, cafes, shops and bars replacing static advertising boards, Canditv takes the experience to a new level for visitors from near or far.

Simply by dialling a telephone number displayed on the screen, passers-by can quite literally interact with the content using their telephones like TV remotes to navigate and select information and special offer details.

This unique interaction makes it possible for town centre management, tourist information centres, independent retailers, market stalls, travel operators and local authorities to extend access to information beyond traditional opening times and locations.

The dial up action of Canditv makes it possible to capture very valuable and specific information concerning visitors interest in events, products, or services helping to build future relationships through improved understanding and extended access.

The service is entirely compatible with clients data protection policy and proven flexible to include a wide range of information needs.

Canditv features in a growing number of cities, towns, resorts and destinations throughout the UK providing useful extended information points and also helping to provide improved services for local communities.

For a free, no obligation demonstration, contact:

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Key Benefits

- Improves communications
- Simple to use, reduces exclusion
- Extends use of existing resources
- Greater value than touch screens and kiosks
- Builds better, lasting visitor relationships
- Provides opportunity for offers and promotional voucher redemption
- Revenue generating
- Extends reach and service into new locations around the clock
- Improves the visitor experience
- Captures feedback
- Provides far more for less !
- Free to use as part of phone contract bundle or local line rate

City Centre and Retail Example



“A whole new retail experience.”

Lisa Batchford
Marketing Controller
The North Face



Iconic Gateway Screen, Manchester Piccadilly
Now interactive with Canditv

To complement and maximise interaction with screens, Canditv can also provide various complimentary 'attract' mode options to direct visitors to screens where dial up interaction will then ensure compliant capture of contact details and the visit experience further enhanced with a courtesy SMS text message .

All this as part of the award winning and highly innovative Canditv service building relationships, generating revenues and setting new standards in Towns, City Centres and Business Improvement Districts (BIDS).