

# here 2 THERE

## Interactive Wayfinding

Hospitals  
Universities  
Malls  
Airports

Global Software Applications, LLC  
Here2There Software USA

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Guest and Visitor Services  
Navigation  
Electronic Messaging  
Indoor / Outdoor Routes  
Mapping  
Print Directions  
Destination Finder  
Directories  
Touch Screen & Web App.

**Here 2 There is an Interactive Wayfinding application, residing on a Kiosk or Touch screen LCD , your Home page or Mobile Device. Generate (print) the directions / route to the mapped indoor and outdoor destinations.**

### Digital Signage

Wayfinding is a specialized area of digital signage. All the information is centrally stored on a server. The front-end application, which resides on the kiosk, pulls all the variable data from the server. This ensures that only the latest updated information is published.

### Kiosk / Mobile Device

Offer 24/7 unattended Wayfinding assistance on-site with a kiosk, touch screen LCD or Mobile Application.

Smart-Phones and Tablets with any major operating system are supported (Apple OS, Android, Symbian, Blackberry, and W7).



**Go Mobile**

### Broadcast Other Information

Other useful information can be displayed on the screen as well, such as bus schedules, weather, calendars, staff listing with phone numbers, advertising, etc.

### Wayfinding On Your Homepage

Offering the people at home the chance to generate and print the directions, deserves real consideration. Not only is your wayfinding application accessible anywhere where there is a connection to the internet, but you also offer the service to those people who like to pre-plan at home in their own environment.

### Indoor AND Outdoor Directions

The Wayfinding Service doesn't stop with providing indoor directions alone. When the guest leaves your facility, he may want to know where the nearest bus stop, train station or metro station is located. Here 2 There can generate an unlimited number of outdoor directions in addition to indoor directions, for the ultimate guest satisfaction.

### Back-Office

Part of the maintenance kit is a back-office program, which can be used to make instant updates to the interactive Wayfinding system.

### Re-seller Information:

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# Data-Driven Wayfinding

Here 2 There's wayfinding engine is data-driven, and not graphical driven. Data-driven means that all locations (starting points and destinations) and 'ways' (hallways and roadways) are stored as a numeric value. Algorithms use these values to calculate the fastest or preferred route, on request.

## Data-Driven Engine

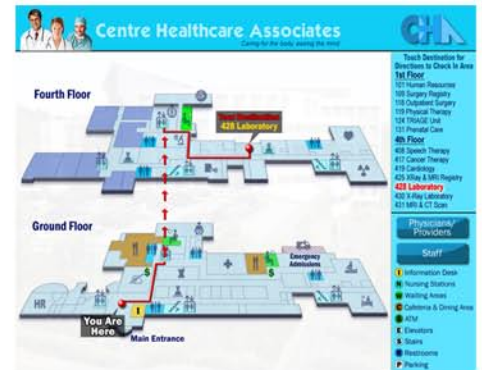
The marked leaders, like Google and Garmin, use data-driven engines in their wayfinding applications. Unfortunately, they only provide outdoor directions.

To find the fastest or preferred indoor routes, Here2There uses the same data-driven wayfinding technology.

## Flexibility

Data-driven wayfinding systems calculate with data, to provide the right information. This data can be easily manipulated or added on to, providing a very flexible, expandable system.

In contrast, graphical engines require a lot of manual labor in setting up and maintenance. Every time a change to the wayfinding systems occurs, new graphic maps have to be created, stored and uploaded. Expensive, time-consuming and very inflexible.



## Cost

Data-Driven engines don't require a whole revamp if the starting-point changes or when you add starting-points (kiosks). Just indicate in Back-Office that a certain location will, from here on out, act as starting-point and you are done. No extra license costs!

## Expandability

No building is too big, no campus is too large and there are never too many destinations. Here2There's wayfinding engine can host and handle millions of different routes at once.

## Versatile

Add weather, rss feeds, static or variable information, movies, other touch screen applications or integrate H2T Wayfinding system into an existing application.

## Re-seller Information:

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# Digital Wayfinding for Hospitals

There is no excuse for a visitor to get lost in your building again, ever.

**Full circle interactive wayfinding system for a Hospital:**

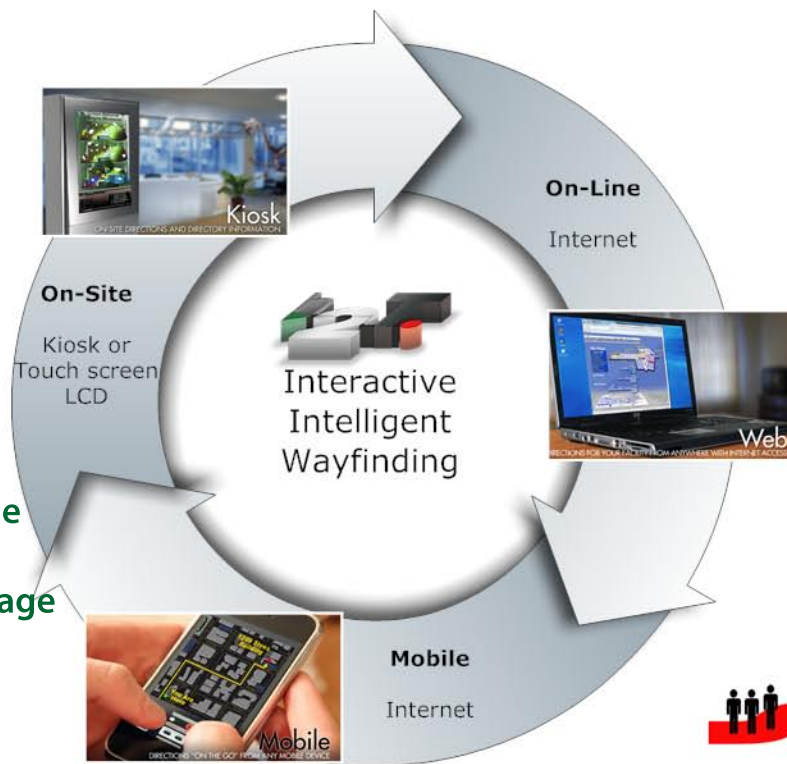
**Find Directions:**

**On-site, through a LCD touch screen and use of Smart-Phone;**

**Online, through an online wayfinding system attached to your homepage  
With department-to-department directions**

**Staff/volunteers & Physicians can use the same wayfinding system to:**

- Include directions when they make an appointment with a patient. These directions can be retrieved on PC and Smart-Phone. Down to where to park.
- Generate directions and print them out for visitors who bypass the On-Site LCD interactive touch screen.
- Include a 'Find Me' button in e-mails for business appointments. Again, the directions can be retrieved through PC and Smart-Phone.



**Just 3 Steps:**

1. Show Current Position
2. Select Destination
3. Show Directions

*(Print Directions)*

**Self-Management:**

In Back-Office changes can be made to the system, from setting preferred routes to relocating departments.



## Re-seller Information:

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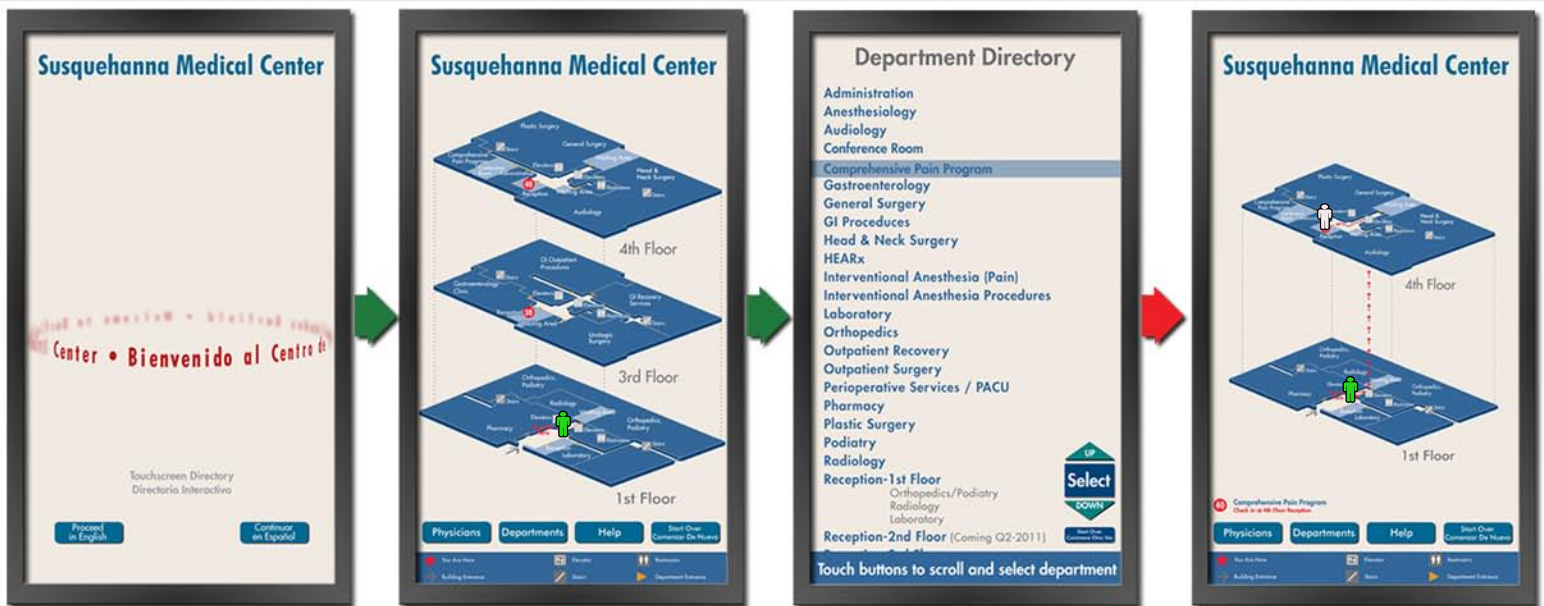


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# Digital Wayfinding for Hospitals

There is no excuse for a visitor to get lost in your building again, ever.



Welcome Screen

You Are Here!

Choose Destination

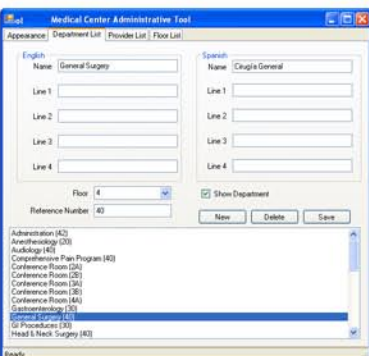
Directions

## Back-Office Example:

### Appearance



### Department List



Also change Physicians, Routes & Languages

## Digital Wayfinding Systems

for Kiosk, LCD Touch Screen, Web and Mobile.

## Re-seller Information:

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# H2T Digital Signage



Next to Wayfinding, the display can be used to publish other items, like:

- General Hospital Information
- Visiting Hours
- Events Calendar
- Clinics
- Health Forums
- Polls
- Kitchen menu's
- News / Weather
- Important messages
- Learn to know your Doctor
- Meeting room information

## Digital Wayfinding Systems

for Kiosk, LCD Touch Screen, Web and Mobile.

### Re-seller Information:

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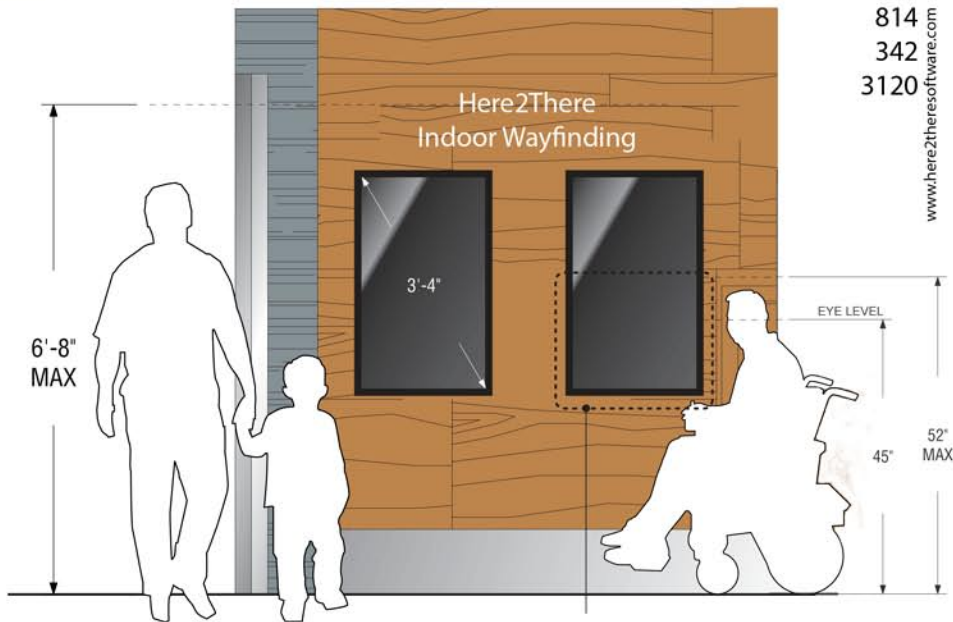
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# H2T ADA

Accessibility  
42" LCD



TOUCH CONTROLS MUST BE  
LOCATED WITHIN THIS AREA  
FOR ACCESSIBILITY

**Digital Wayfinding Systems**  
for Kiosk, LCD Touch Screen, Web and Mobile.

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# H2T Tech

**Interactive Wayfinding:** Interactive Application, offered through kiosk or LCD with touch screen or through the homepage or Mobile Device, which allows for directions to be found by selecting the destination, through a pull-down list. Mostly for indoor environments like Hospital, University or Mall.

**Architecture:** Client-Server

**Windows:** By default all programming and hosting is Windows OS native. For Mac OS or other, a H2T web wayfinding application is a great alternate solution.

**Front-End Application:** Often referred to as the Wayfinding Application, while it's only part of it. Offers the interactive wayfinding services to the end-user and resides on Kiosk, LCD or Mobile.

**.NET Framework:** The majority of GSA's development is done using the .NET framework as a foundation. To run GSA's applications, download and install the latest version from Microsoft.

**Back-End:** Server configuration, database and Wayfinding Engine.

**Central Storage:** The front-end application, which resides on Kiosk, Web and /or Mobile device will pull all up-to-date information from the server. This can be a server hosted on the Intranet or the Internet.

**Hosting:** API customers' wayfinding back-end needs to be hosted on GSA servers, due to the nature of the API. GSA has servers all over the world to keep the data transfer-distance as short as possible. Other customer can host the application themselves.

**Self-Hosting:**

- Windows based OS w/.NET Framework installed
- MySQL Server Installed
- IIS WebServer

**Back-Office:** Application to perform self-maintenance to the wayfinding application after delivery. Connects directly to the back-end (server). Changes go immediately live across the board of all displays.

**Directions:** A graphical directional line on a floor map (preferably generated by a data-driven engine), sometimes supported by verbiage.

**Digital Wayfinding Systems**  
for Kiosk, LCD Touch Screen, Web and Mobile.

**Re-seller Information:**

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