

here2THERE

Digital Wayfinding

Here2There Software

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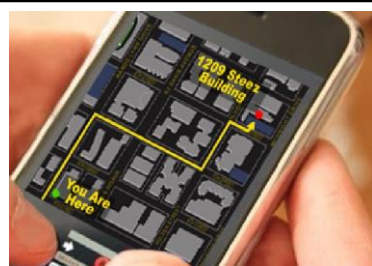


Digital Wayfinding for Every Industry

Find Your Way in Three Easy Steps:

- “You Are Here”
- Choose Destination
- Dynamically generate directions and go

Mobile



Make navigating your facility easier and mobile for visitors with the *Here2There* Digital Wayfinding smart-phone application.

H2T's mobile application guides visitors, step-by-step, to their destination.

Touchscreen or Kiosk



A strategically-placed stand-alone kiosk, or wall-mounted LCD panel, offers visitors a quick, convenient and easy-to-use option to find their desired location.

The systems can also be used for on screen brand-reinforcement, advertising and relaying pertinent information instantly.

Site-based



Here2There Digital Wayfinding as a web application provides the flexibility of gathering information from the convenience of one's laptop, home, office, hotel.

Ideal for those who like to work out their itinerary ahead of time.



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Data-Driven Wayfinding

Here2There Software is an interactive wayfinding application, residing on a kiosk or touchscreen, internet site or mobile device, letting users generate, and print, directions to indoor and outdoor destinations.

Data-Driven Wayfinding

Here2There's wayfinding system is data-driven, rather graphically-driven. This means locations (starting points and destinations) and 'ways' (hallways and roadways) are stored as a numeric value.

This data can be easily manipulated or added to, providing a very flexible, expandable system.

The leaders in outdoor digital mapping, such as Google and Garmin, use data-driven engines in their wayfinding applications. However, they only provide outdoor directions.

H2T's proprietary software uses the same type of data-driven algorithms to calculate the fastest, or preferred route, on request.

Maintenance & Cost-Effectiveness

In contrast, a graphically-based system requires extensive labor in setup and maintenance. Every time an update needs to be made, new graphic files must be created, stored and uploaded. This can be expensive, time-consuming and is inflexible.

Indoor AND Outdoor Directions

Here2There Software isn't restricted to indoor directions.

When a visitor is leaving your facility, they may want to know where the nearest bus stop, train station or metro station is located.

H2T can generate an infinite number of directions to any number of endpoints you choose to include.

Accessibility

For those with additional extenuating circumstances, for example the visually or physically impaired, getting around can be especially difficult. We must also consider varied terrain and other potential obstacles.

Kiosk/Touchscreen/Mobile Device

Offer 24/7 unattended wayfinding assistance on-site via kiosk, touchscreen or mobile application.

Internet-based Wayfinding

By offering H2T as a site-based presence, you can offer the ability to pre-plan a detailed itinerary from one's own home or office.



An internet-based wayfinding application can also be adapted to work with tablets and the most popular mobile applications, including Android, Blackberry, iPhone, Palm, Symbian, and Windows Mobile).

Digital Signage

Wayfinding is a specialized area of digital signage. Information is centrally stored on a remote server, while the front-end application, residing on the kiosk, pulls the variable data from the server. This ensures only the most up-to-date information is presented to the end-user.

Versatile

H2T can easily be integrated into more "traditional" digital signage content. Show weather, news, meeting information, class schedules, calendars, staff listing, advertising, public transit schedules, and more.

Back-Office

H2T's easy-to-use Back-Office management application can be used to make instant updates.

Move, or relocate, a department, close-off a hallway, provide an alternate route, add another language, or a variety of other options. All can be done quickly and easily with the intuitive form/field function.

Android, Apple, Garmin, Google, Microsoft, Symbian, Windows are registered trademarks of the various owners of said terms.



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Select Benefits of *H2T* Digital Wayfinding

Wayfinding-Specific Features:

- Dynamically generate clear and accurate directions to a vast number of locations
- Associate meetings, events, conferences, etc. with locations
- Campus, Building-to-Building, Indoor Directions
- Show: Restrooms, emergency exits, accessible entrances/exits, Security checkpoints, medical stations, bus stops, parking lots, and more
- Instant notifications of emergency events, traffic reroutes, etc.
- Show access to areas based on clearance levels
- Can be offered in kiosk/system, site-based or mobile device
- Offer with floormap directional lines as well as step-by-step directions
- Option to print directions directly from kiosk or external print station
- "Find Me" option for business appointments
- Variable directory search criteria
- Can be incorporated into existing digital signage
- Close routes during specific hours of choice
- Establish alternate routes in case of construction, emergencies, special events
- Manage Access: Show open-to-public or variable security level routes based on user authorization ...and more.

Select Features:

- User-friendly interface design
- Place in high visibility, convenient areas while still being unobtrusive
- Can be incorporated into digital signage and use brand-specific graphic profiles
- Use to enhance traditional signage
- More cost-effective than traditional signage
- Multi-language capable
- Easy installation

Customizable Design:

- Use to reinforce branding, company identity
- Market space for advertising, generating additional revenue
- Promote upcoming events
- Utilize as additional form of communication
- Add an attractive, high-tech feel to your location
- Increases guest/visitor interaction and saves time staff-time in assisting those with question on finding their destination



Accessibility:

Optional ADA/508 Compliant Design

Visually Impaired:

- Text-to-Speech
- Turn-by-Turn Directions
- Mobile Applications

Mobility Impaired:

- Directions to Accessible entrances

Back Office:

Easy-to-use, intuitive to quickly edit information

Staff training can be done in hours, not days

Quickly revise: Graphic files and design attributes

Personnel & office numbers

Department names & locations

Smart Phone Integration

A mobile application, including the ability to implement QR Codes, let users utilize your H2T application, any time and on the go.



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Education

Practicality

Finding one's way around someplace new can be difficult. For an 18 year old away from home for the first time, navigating a large campus, or a university/college based in a metropolitan area, looking for a specific room, class, department, building, it can be *extremely* difficult, as well as intimidating and nerve-wracking.

H2T Digital Wayfinding offers an easy-to-use, intuitive application letting users locate any destination from any start point. Not only does this provide step-by-step information, but can help alleviate anxiety and make getting familiar with new surroundings easier.

Accessibility

For those with extenuating circumstances, for example the visually or physically impaired, getting around can be especially problematic. More so when you consider varied terrain and other potential obstacles. Not only do these people have to find their destinations, they need to find out the best, possibly only, route that works for them. OR, find if one even exists.

Recruitment


Approximately 1-in-10 full-time freshmen entering college have a disability. The U.S. Department of Education's National Center for Education Statistics (NCES) reported




that approximately 430,000 students with disabilities were enrolled at two-year and four-year post-secondary educational institutions. Those numbers are growing as:

- Universities catch up with the law
- More user-friendly developments come along
- Returning veterans, some with permanent injuries, enroll into tertiary education

[Text Only](#) [Schools/Colleges](#) [Departments](#) [Buildings](#) [Student Residences](#) [Parking Lots](#) [Bus Stops](#) [Subway and Train Stations](#)



☐  Show Accessible Directions Only

[Get Directions](#) [Print](#) [Send](#) [Feed Back](#)

Find Location By Category or Alphabetically
[All](#) [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)
[Schools/Colleges](#)
[Departments](#)
[Buildings](#)
[Student Residences](#)
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Try this live at <http://temple.here2theresoftware.com/>

Locate:

Buildings
Departments
Parking Lots
Public Transit Locations
Sports Facilities
Student Residences

Show:

Directions to and from any locations
Accessible directions
Alternate routes for heavier traffic days, such as sporting events, graduations, move in/out days, etc.
Historical Markers
Inclement Weather (Emergency Snow Routes & Parking)



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Healthcare

Make a stressful situation a little easier by giving visitors an easy-to-use, clear method of finding their way around your facility.

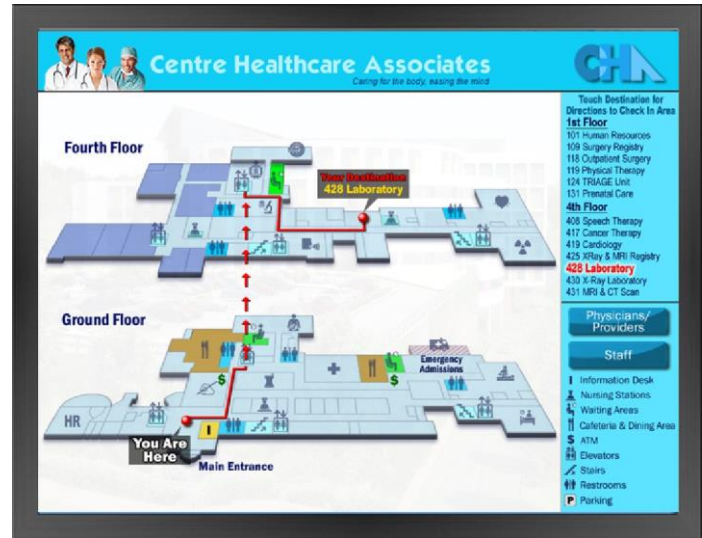
Other Uses: Provide instructions on finding directions in advance when an appointment is made.

Include a 'Find Me' button in e-mails for business appointments to let visitors get directly to whom they need to meet.

In addition to offering directions...

Show:

- Visiting Hours
- General Hospital Information
- Events Calendar
- Clinic Times
- Health Forums
- Cafeteria Menus
- Important Messages
- "Get To Know Your Doctor"
- Meeting Room Information
- Alternate routes during certain hours



Additional Benefits: Combine with health-based digital signage content
More cost-effective than updating traditional signage
Use to augment traditional signage

Healthcare Industry-specific Benefits

Healthcare facilities are inherently intimidating environments for many people. Studies have shown the frustration of getting lost ranks among the top complaints by visitors.

Not to mention, it is not uncommon for a patient to have to locate several departments during a single visit. This transience-by-necessity can exacerbate an already difficult situation.

The ability to reduce one's anxiety when entering a healthcare facility is critical to ultimate service satisfaction and can contribute to their responsiveness during exams.

This can be achieved, in large part, by offering a user-friendly kiosk or touchscreen system on-site, or, with an internet-based application, the ability to find directions before even arriving.

Either of these options can help patients, or their visitors, quickly check-in and find their destination. In the case of those in need of medical assistance, also helping keep wait times, and/or standing in lines, to a limit.

An Aging Demographic

With the nation's population aging, yet with seniors being more mobile, the need for this group to have easier access, and more readily finding their way around, is a growing issue.

Especially with technology playing a greater role, taking this demographic into consideration in interface design; making elements more visible, easier to understand, with more clearly defined directories and directions, is paramount.



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Libraries

Evolving Roles

While offering books of all types will always be the library's basic foundation, they are also, increasingly, becoming a gathering place. Somewhere people meet to study, read, hold meetings, attend programs, learn basic computer and literacy skills.

Especially in a metropolitan area or university setting, these locations can be extremely large, sprawling complexes. For someone to find a room location on a multi-floor, or multi-building facility can be daunting, frustrating and time-consuming. To find a BOOK, even with the help of the legendary Dewey Decimal System, finding a single, specific book can end up being more long-term search than simply stopping in for reading material.

While librarians and library staff are legendarily helpful, they are often simply overwhelmed by the prodigious volume of books, audio-visual materials, and in assisting visitors.

Not to mention, with many libraries facing funding issues, they may have less staff available to help than ever before.

Meanwhile, the amount of information on-hand continues to grow.

Here2There Digital Wayfinding Software, particularly when used in conjunction with *H2T*'s additional digital signage capabilities, is an easy-to-use, cost-effective, and environmentally-friendly alternative.

The digital format, more so than traditional static signage, offers flexibility, a myriad of potential add-on applications and adds a "tech-saavy" impression to your location.

Combining the wayfinding aspect with a range of search options including the Dewey system, ISBN numbers and QR Codes, can take a visitor from a centralized kiosk system, or even more facile, a mobile device, to their book-of-choice with exacting precision, saving time and exasperation.

In addition, with security & visitor safety being a priority, *H2T* Digital Signage can instantly alert in the event of an emergency situation.



In such events *H2T* Digital Wayfinding can be especially integral, instantly relaying instructions and providing directions to secure areas or Emergency Exits.

Other functions

Book Search

Make finding books, departments, and other materials a more efficient and user-friendly process.

Staff & Department Directories

Lets visitors find a specific area or someone's office and the quickest route to get there.

Library Events

Create an Upcoming Events Listing showing what's going on at your library, dates and times, a function to locate the event, manage sign up, send reminders, and more.

Meeting Room Manager

Here2There Software's "*H2T Meeting Room*" lets you quickly and easily book rooms, list speakers, let attendees know what they may need to bring to the meeting, and more.

Instantly send notification of the event to your attendees list with all information necessary.

Alerts

Receive alerts that a book for which you've been waiting has been returned, that something you have checked out is about to be overdue, guest speaker announcements, educational seminars and more.



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Museums

Ideal Situation

Perhaps more than any other industry, Museums pose a unique problem in the world of Digital Wayfinding.

Not only are there locations, exhibits, a wide variety of collection types, and an immense number of specific items to find, but there are often a variety of different naming conventions used for the categories of exhibits, sub-categories of these, sub-categories of THOSE, and so on.

Understandable, since museums face the challenge of informing visitors of exactly WHAT they have, as well as where to find it.

This complexity is also what makes museums perfect places to use Digital Wayfinding.

Modern technology facilitates instantaneous communication of information, and large amounts of it. Also the goal of museums.

Here2There Digital Wayfinding systems help visitors find any location using a variety of search criteria. For the museum administrators, information can be quickly updated when new content arrives, or in the event a section needs closed to the public.

Utilizing Technology

Museums have utilized static signs for years, and with some degree of efficacy. However, there are imitations with “traditional” signage.

A lack of flexibility/multi-purpose use, and the fact that these can often blend into the background, not be noticed by those (Not to mention the added lack of visibility when a museum may be crowded).

Conversely, *H2T* can be developed to seamlessly work within a location’s environment while still offering high visibility, eye-catching content.

Design and lighting can be utilized to add to an area’s ambience, and easily changeable to work for special events or, in the case of a locations redesign, be more easily and cost-effectively revised to match a new decor.

That’s not necessarily to say it’s an either/or situation. *Here2There* Digital Wayfinding can be used to complement, and expand upon, traditional static signage.

Instant Notification

Instantly inform in the event of a child who’s wandered away



from their family, or in the case of a broader emergency, to let visitors know the locations of emergency exits, safe areas, or any other pertinent information.

Provide alternate routes in case of construction, or during especially busy days.

Additional Benefits

Promote on-site amenities, the gift shop or bookstore, or advertise lunch specials in the museum cafeteria, or use to generate advertising revenue for nearby accommodations and local attractions.



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Retail

Engage. Inform. Assist. Sell.

From the human element providing face-to-face customer interaction, to the latest technology quickly processing a transaction, the goal in retail, is simple: Generate sales.

In shopping centers, customers are faced with an expansive indoor environment, sometimes comprised of hundreds of permanent locations, hall kiosks and seasonal stores, scattered with no logical format.

Daunting for some at any time, during busy shopping seasons navigating these retail chasms can be a source of frustration and anxiety for anyone. This can turn off many potential customers from even stepping foot inside a mall, instantly costing huge amounts of potential income.

Here2There Digital Wayfinding Software is a cost-effective way to improve the shopping experience of even the most jaded consumers, while also generating additional revenue from already frequent customers.

Combining a user-friendly wayfinding interface with engaging, precisely-targeted content is an informative way to provide a positive Customer experience while boosting possible sales.

Here2There lets visitors search by store name, type, or product and get exact directions to the location(s) that best fit their criteria. In addition, the stores themselves can build in upsell merchandise based on search queries, increasing profit potential.

Simply by providing precise directions to users, *H2T* Digital Wayfinding can make a more positive customer experience for all visitors by helping alleviate congestion.

By incorporating an ADA/508 Compliant design, you can further assist Customers with visual or physical impairments by providing the best "accessible" routes.

From an internal standpoint, *H2T's* Back-Office application provides the ability to quickly revise routes in the event of crowd congestion, emergency situations, or to plan long-term and reroute in advance of construction or other factors.

Not restricted to strategically-placed on-site touchscreens, information can also be instantly downloaded onto a Customer's mobile device via QR codes, along with a request for the Customer to take part in customer surveys, receive special products offers, and more.

For Customers who like to preplan, a site-based application lets them find store locations before leaving their own home.



Here2There Digital Wayfinding is an attractive, cutting edge, high-return-on-investment way to improve your Customer's shopping experience and achieve your ultimate goals; improving customer service and increasing sales.

With *Here2There* Digital Wayfinding Software, you can get customers to their destination, and build Customer loyalty, while boosting sales with unique on screen promotions and advertising.

Show: Advertising & promotions

- ATMs
- Elevators/stairs/escalators
- Emergency alerts
- Emergency exits
- Employment opportunities
- Food courts & dining
- News headlines
- On-site theater show times
- Preferred exits to points in the parking lot
- Promote upcoming events
- Public restrooms
- Public transit stops
- Security and first-aid locations
- Store information/hours
- Targeted ads based on search queries

Additional Benefits: More cost-effective than updating traditional signage
Augment traditional signage



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Hardware Accessibility Guidelines



General Guidelines

There is no clear definition on what defines a “kiosk”, “touchscreen”, etc., per se.

The term is often used interchangeably for a wide range of computer terminals (ATM, ITM, Fare Machines, Check-In, Self-Service Ordering, etc.) whose primary purpose is to utilize some form of interface to perform any of a variety of functions.

However, the general guidelines for what constitutes accessibility apply to the public accommodation and commercial facilities by individuals with disabilities.

These guidelines are to be applied during the design, construction, and alteration of such buildings and

facilities as required by regulations established by Federal agencies, including the Department of Justice, under the Americans With Disabilities Act.

Note:

These guidelines, as a legal obligation, generally, a “kiosk” or apply only to locations falling under the jurisdiction of rules set by the aforementioned Federal agencies.

However, using these as a rule in design is both the best guidance in regards to making the application generally accessible as well as offering the best ground to stand on in the event of any legal disputes which may arise.

Reference:

Full text of the ADA: <http://www.usdoj.gov/crt/ada/pubs/ada.txt>

508 Compliance: <http://www.section508.gov>



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H2T Glossary of Terms

Interactive/Digital Wayfinding: Interactive application, offered through kiosk or LCD with touchscreen or internet site or mobile device. These applications offer users the ability to dynamically generate directions by selecting the destination through a directory system based on variable, predetermined criteria.

API (Application Programming Interface): A set of rules or terms acting as a go-between for different programming languages allowing various platforms to function between the original code-type and that on the end-user side.

Architecture: Flow from Front-End Application to Back-End Server and defining of locations where each resides.

Back-End: Server configuration wherein is located the database and wayfinding “engine”.

Back-Office: Application used to perform user-applied updates and revisions to the wayfinding application post-delivery. Connects directly to the back-end (server). Changes immediately go “live” to all displays.

Central Storage: The Front-End application, which resides on the kiosk, internet site, and/or mobile device. Herein resides the Front-End Application which is used to pull all up-to-date information from the server. The programming running this can be a server hosted on the Intranet or the Internet.

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

.NET Framework: The majority of *H2T's* development is done using the .NET framework as a foundation.

Front-End Application: The actual wayfinding application interface. Offers the interactive wayfinding services to the end-user and resides on kiosk, LCD or mobile.

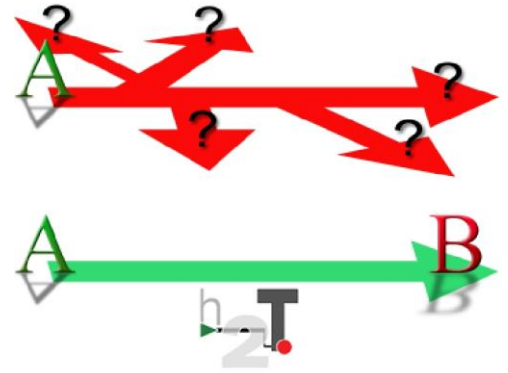
Hosting: Customers' wayfinding back-end hosted on a *H2T* server.

Self-Hosting: Customers' wayfinding back-end hosted on-site.

Self-Hosting server requirements:

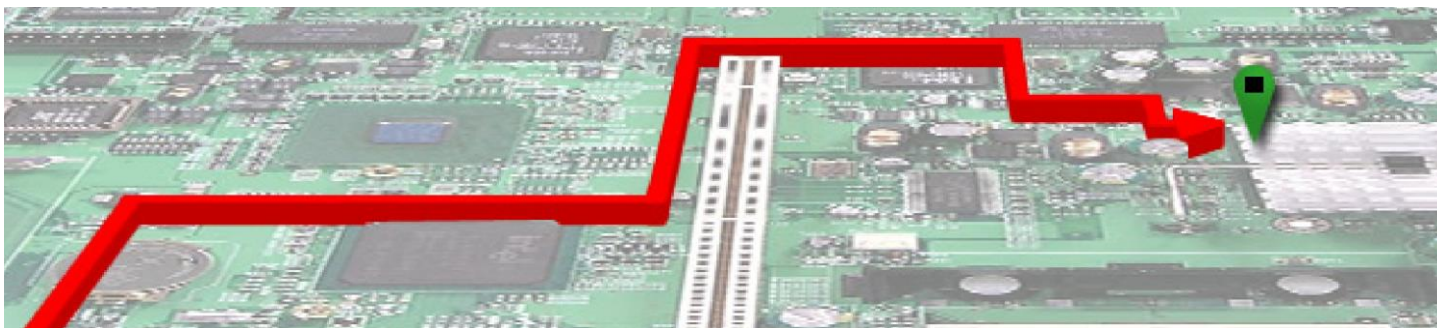
- Windows based OS w/.NET Framework installed
- MySQL Server Installed
- IIS WebServer

Windows Platform: The majority of *H2T's* programming is Windows-based.



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Here2There Equipment Specifications



Server (Based on *H2T* Software's current server):

Xeon E3110 3.0GhZ x64 Dual Core
Processor 2.00GB RAM
Windows 2008 Server
IIS 7
.NET Framework 4
Database Server (MySQL, MSSQL, Oracle) if desired

Kiosk PC:

Windows 7 Home
Premium 2.00GB RAM
Atom Dual Core 1.25GhZ or Higher
.NET Framework 4

Management PC:

Windows XP SP3 or
Higher 2.5GhZ Processor
2GB RAM
.NET Framework 4

Note:

- Required Hard Drive space dependant on size and number of projects residing.
- Server specifications are those recommended. *H2T* may be able to run on a lower spec'd server.
- Kiosk and Management PCs are minimum requirements to adequately maintain *H2T* Software.



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