

case study: mzero software solutions for retail

Clear Channel Airports: Interactive digital signage with phone and ADA Accessibility

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interactive digital signage with phone and ADA accessibility

In this case Clear Channel Airports (“CCA”) utilized Meridian to build a turn-key system for interactive digital signage and advertising platform for installation at airports across the US and Canada. The kiosk was a turn key solution allowing CCA to sell advertising to local amenities such as hotels, transportation, entertainment and restaurants. Within each category a list of advertisers are displayed. When an advertiser is selected, a road map appears plotting driving directions from the user’s present location at the kiosk to the selected destination. The CCA application also featured a phone service provides the user with the ability to call a selected advertiser.

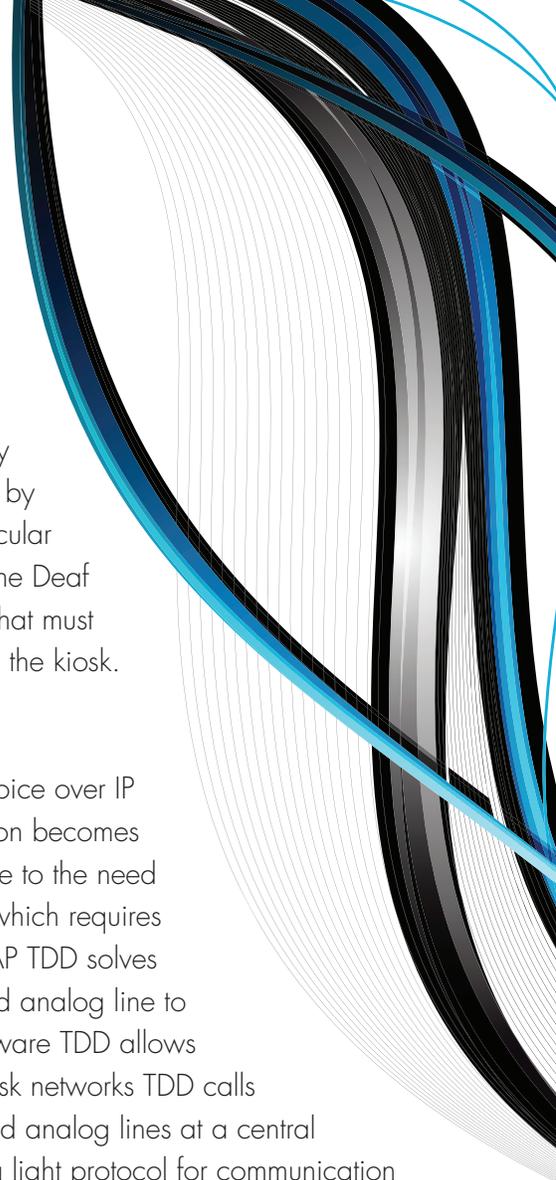
The interactive signage solution, developed by Meridian and powered by the Mzero software leveraged many of the existing technologies already available in the platform to make the first version of the CCA application released in a matter of weeks. The Mzero phone service provides an all-software approach to voice over IP (VoIP) calling over a

wireless 4G network using the kiosk telephone handset and phone pad, or on-screen prompts. Mzero also provided the means to send outbound SMS message containing information about the advertiser so the viewer can take the information with them on their mobile device. QR Codes are also employed to allow the user to transfer information about the advertiser quickly to the mobile phone.

MzeroCloud Data Sync is a content management service that provides the means for CCA to publish and maintain profile-based content targeted to each airport. Integrated with the CCA back office, as advertising profiles are sold, they are published. Data Sync will collect the changes (deltas) and update the content on a defined schedule content based on the subscribed kiosk profile.

MzeroCloud tracks the interaction with each advertiser including impressions, clicks, calls and sms. Meridian then provides CCA the ability to download summary reports of all advertising clicks impressions accumulated from all the kiosks into a monthly report from Web Service Application Programming Interfaces (APIs). CCA then uses these reports to report upstream Return on Investment (ROI) to their clients.

According to the American Disabilities Act (ADA), US Airports fall under a special zone for ADA compliance needs both physical reach/height regulations, accessibility to the deaf and also the visually impaired. To address the physical requirements, meridian assessed the hardware and positioned screen content of the 46” screen within reach of the compliance guidelines. Content that was out of reach of the user may be pulled down into the compliance area using buttons near the bottom of the screen. To address accessibility for the visually impaired, Meridian utilized the Mzero ADA accessibility features to present all the screen content as



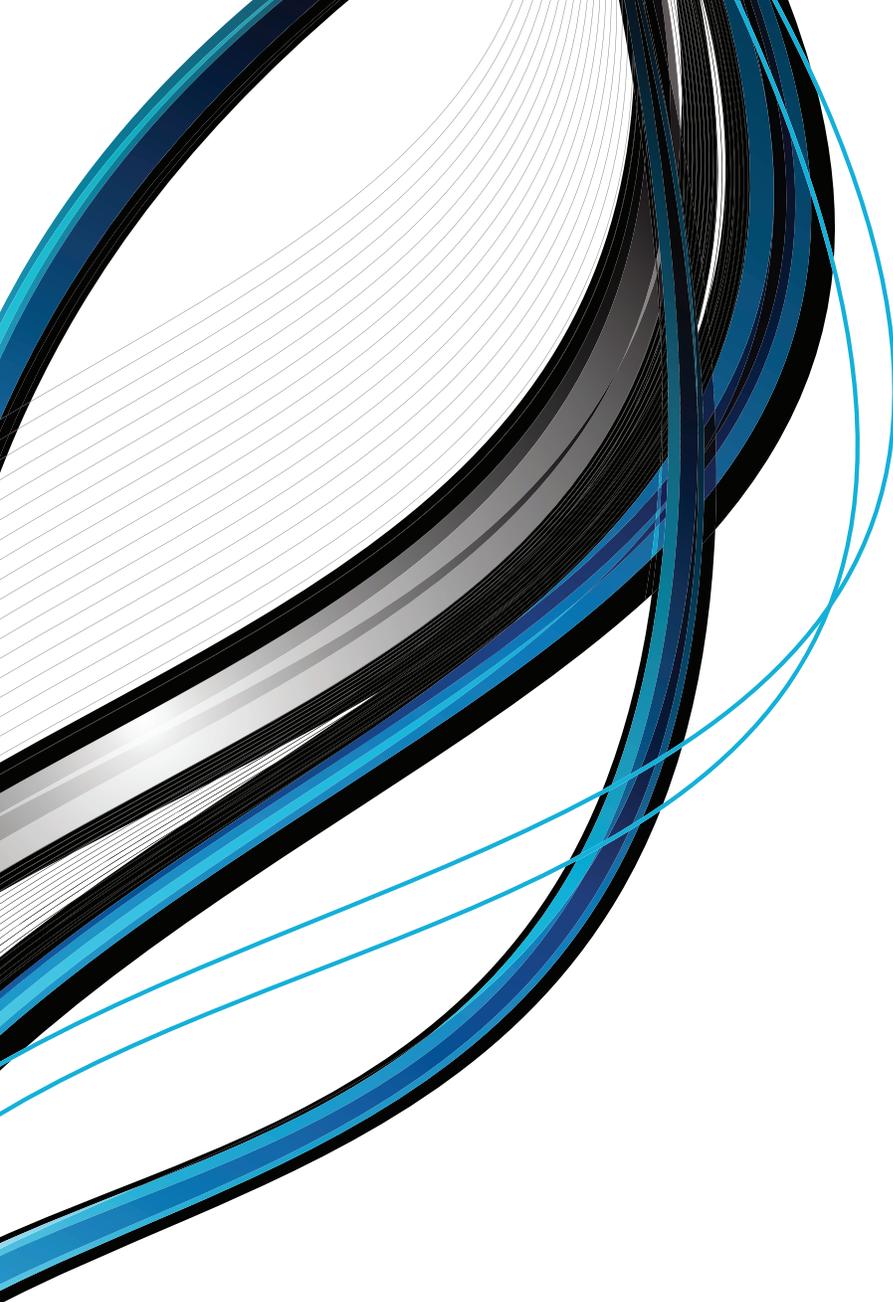
Interactive Voice Response (IVR) which is a technology that allows the kiosk software to interact with users through use of voice prompts (the screen text is read to the user) and DTMF tones (input by the telephone keypad to select an option from the screen.) this allows the visually impaired to access all the same features on the kiosk as any other individual. Mzero software automatically updates the IVR menu to match changes in the screen content that are published by CCA from the content management. ADA accessibility for the deaf was a particular issue due to the infrastructure needed to provide Telecommunication Device for the Deaf (TDD or TTY) service. Typically, TDD device is a physical hardware component that must be installed on the kiosk and attached to a physical analog landline attached to the kiosk. Mzero provides an all-software solution without the need of the TDD equipment.



Moreover, with the proliferation of Voice over IP (VoIP) technology, TDD communication becomes increasingly difficult to implement due to the need to roll out QoS (Quality of Service) which requires expensive network infrastructure. MAP TDD solves these issues by not need a dedicated analog line to each kiosk. Instead, Mzero software TDD allows you to concentrate the entire kiosk networks TDD calls through a small number of shared analog lines at a central location. Mzero TTY also uses a light protocol for communication and does not require QoS, reducing the infrastructure cost for deployment of this technology over IP.

In Addition to accessibility features, Mzero also provided CCA a dynamic and extensible multi-language support for displaying content in ten languages including English, Spanish, German, French, Italian, Portuguese, Japanese, Chinese, Korean and Arabic.

Mzero software provides a foundation for the to create rich interactive experiences with digital signage that is measurable, manageable and accessible. Meridian uses the same software to develop turn-key solutions for clients. We also offer the same platform to any Independent Software Vendors (ISV) to leverage the same capabilities. As ADA regulations are constantly changing they are already poised to expand into other areas such as informational kiosks, Mzero provides the foundation to stay ahead of changing requirements.



meridian **0**^o
from concept to completion

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