Simplifying Customer Information

TouchPresenter
Information kiosk software

inform
present
educate
promote

creoso.com | info@creoso.com | 1.866.665.0533
TO BE EFFECTIVE, INFORMATION KIOSKS NEED TO HAVE FOUR CRITICAL COMPONENTS:

1. EASY AND FAST ACCESS AROUND THE CLOCK
2. BEING ATTRACTIVE AND USER-FRIENDLY
3. CONTAINING INTERACTIVE AND TO-THE-POINT INFORMATION
4. ALLOWING FOR EASY AND LOW COST EDITS AND UPDATES

ADVANCE INFORMATION DELIVERY AT THE POINT OF SALE THROUGH CUSTOMER EMPOWERMENT.

Out-of-home customers seek information about products and services to help them with their buying decisions or to learn more about a topic of interest. Traditionally, information has been delivered in person or by offering paper-based flyers, brochures, posters and banners, making them inflexible, costly to keep updated, time-consuming to create, and resulting in mountains of paper waste.

Technology-based information delivery has overcome some of these difficulties, but most solutions are missing features, limiting their usefulness on both the customer and the kiosk owner side.

“I looked at several information kiosk software packages. TouchPresenter is my favorite.”

IT Director College, CA
The feature-rich yet easy-to-use TouchPresenter™ has been designed to make on-premise interactive information initiatives simpler and more user-friendly. It includes all the capabilities you need to create compelling interactive information kiosk and digital display applications. TouchPresenter is easy to update and helps you to engage your customers with vivid, electronic information year round. Here are just the highlights:

**Multimedia and interactivity.** Make information engaging, add videos and audio to your information kiosk.

**Maximize impact.** Integrate documents, presentations and multimedia from multiple sources.

**Emphasize your brand and carry the brand consistency over to the information kiosk.** Create brand interactions that will promote affinity to your brand and deepen the attachment to your products and services.

**Extend information delivery to include your web site.** Maximize your information efforts with access to all or some pages of your website. Let your customers interact with forms on your website using the virtual keyboard.

**Engage the mobile crowd** with text messages, virtual coupons sent to their mobile phone and QR codes that extends the shelf-life of certain kiosk content and offerings into the mobile devices.

**Let users take a file home** and offer a document for download to their external memory device, email it to themselves, or instantly print it at the kiosk.

**Empower self-information with multiple information layers.** Offer as many information layers as needed to satisfy the information needs of your customers.

**Schedule when, what is displayed.** Create programming plans for morning, afternoon and evening hours to make the information or promotion even more timely and useful.
TouchPresenter accommodates a vast variety of information kiosk applications so you can put your company, your products and your services in front of your visitors and customers 365 days a year. Interactive. Paperless. And never obsolete.

APPLICATION EXAMPLES

HEALTHCARE
Explain diseases or conditions, the role of nutrition and fitness and many more healthcare topics your patient and visitors would want to know about.

HOSPITALITY+TOURISM
Provide information on upcoming events, menus, tours, what-to-do, where-to-go, display sponsor ads.

MUSEUMS/ZOOS/ARTS
Make available exhibit background stories, event announcements, special offers and volunteer information, display sponsor ads.

RETAIL
Offer product information and how-to guides, promote sale items and specials, provide club member information, and much more.

GIVE YOUR CUSTOMERS ACCESS TO PAPERLESS INFORMATION 24/7:

1. MODERN INFORMATION DELIVERY SYSTEMS THAT ARE PAPERLESS, ATTRACTIVE AND USER-FRIENDLY.
2. FAST AND TO-THE-POINT INFORMATION THAT IS EASILY ACCESSIBLE.
3. INFORMATION THAT IS UPDATED EFFORTLESSLY WITH MINIMUM WORKLOAD AND COST.
4. ASK SPONSORS TO PARTICIPATE WITH LOGO IMPRESSIONS AND ADS.
5. SCHEDULE WHEN, WHAT IS DISPLAYED.
TOUCHPRESENTER DELIVERS LAYERS OF COMPPELLING INFORMATION ON THE SPOT.

It is easy and fast to create an information kiosk with TouchPresenter as it provides the framework around your graphics and multimedia. Define interactive hyperlinks anywhere you need them. No programming knowledge is required. Click and link.

START A NEW KIOSK PROJECT IN THE MORNING

TouchPresenter accepts formats from multiple sources so you can import and re-use existing artwork and multimedia. Everything is completely customizable. The end product is a branded information kiosk or interactive digital display with a look and feel of your choice.

PUT THE INFORMATION KIOSK TO WORK AT NOON

With the information presented in an attractive, easy accessible format, the kiosk users are able to interact by touching buttons and other design elements you can make interactive with sensor areas. Each time the kiosk users presses a button he or she is instantly presented with the desired bit of information.

VIEW THE USAGE STATISTICS IN THE EVENING

Statistics and color charts about the kiosk usage is available at any time.

“TouchPresenter is fantastic. It helped me build multi-level, professional tourist information kiosks for clients in a short time.”

Director Business Services Company, TX
ENHANCE YOUR SERVICES USING TOUCHPRESENTER INFORMATION POWER.

Whenever or wherever your business deals with the public, TouchPresenter can be your most valuable, paperless information tool.

- Consumer shows and events
- Educational sites
- Entertainment events
- Financial service centers
- Healthcare facilities
- Museums and exhibits
- Non-profit initiatives
- Retail locations
- Sporting events
- Tourism and hospitality facilities

EMPOWER YOUR CUSTOMERS WITH ALWAYS ON INFORMATION

The uses of TouchPresenter are limited only by your imagination.

USE TOUCHPRESENTER IN DOZENS OF WAYS

Here are just a few of the innovative ways TouchPresenter customers use our technology:

- Information kiosk
- Educational kiosk
- Sales promotion kiosk
- Infotainment kiosk
- Edutainment kiosk
- Loyalty kiosk
- Patient kiosk
- Secure web-site browsing
- Electronic brochure rack
- Product information kiosk
- Product show cases
- Tourist information kiosk
- Exhibit background information
- Interactive digital signage

“Our visitors love the information kiosk and the quiz about endangered species in our region.”

*Customer Outreach Director, Zoo, TX*
MAXIMIZE CUSTOMER INFORMATION EFFICIENCY WITH TOUCHPRESENTER

TouchPresenter helps you manage the complete information kiosk application from navigation menu creation to programming scheduling so you can empower your customers to retrieve information quickly and efficiently.

COMPELLING, FULLY CUSTOMIZED INFORMATION IN JUST A FEW STEPS

CONTENT EDITING FEATURES:
- Create, edit and link navigation buttons
- Create, edit and link sensor areas
- Import background pictures and multimedia
- Import material (documents and multimedia) from multiple sources
- Schedule when, what part of the content is displayed
- Attract customers during kiosk-idle times with attractor screens
- Call other programs (e.g. PowerPoint viewer 2003/2007, Windows Media Player 9+, Digivey Launcher V3+, Internet Explorer 6+, Adobe PDF Printer, etc.)
- Import, edit, clone and rename projects
- Export projects (“pack and go”)

SCHEDULING FEATURES
- Schedule what content is accessible at the kiosk by time of day, day of the week and by from-to date
- Create up to 4 programming plans to display your own or your sponsor’s ads, promotional material or other suitable content

SUPPORTED LINK MATERIAL FORMATS
- Pictures (jpg, png, bmp, gif)
- PowerPoint presentations (ppt, pptx) and shows (.pps, .ppts)
- Digivey surveys
- Websites (htm, html), including virtual keyboard and web browser lock-down
- Audios: wav, mp3
- Videos: wmv, avi, mp3, swf
- Documents: rtf, PDF
- TouchPresenter native format: tpx

SECURITY FEATURES/GENERAL FEATURES
- Power failure recovery
- Pass code to start and stop TouchPresenter
- Automatic ON/OFF
Call us today and take the first step toward simplifying information delivery to your customers with TouchPresenter.

1-866-665-0533

info@creoso.com

www.creoso.com