

CASE STUDY

ATLANTIC STATION



Located just minutes from Georgia Tech, the Georgia Aquarium, and World of Coke Museum, Atlantic Station is a high-end lifestyle community bustling with activity among its 30+ restaurants, bars, and shops.

SOLUTION OVERVIEW

Interactive kiosks deliver wayfinding, interactivity, and event information at Atlantic Station in Atlanta, Georgia.

TECHNOLOGY PARTNERS

LG-MRI - BoldVu® Kiosk
smartLINK - Wayfinding Software and CMS

COMPONENT DETAILS

LG-MRI

BoldVu® 55" | BV1455PD

- Dual-Sided Kiosk
- 3500 Nit Daytime Luminance
- 10-Year Performance

All-Glass InfiniteTouch® Sensor

smartLINK

SkyOS Software Platform

- 3D Mapping
- Content Scheduling
- Audience Measurement
- Engagement Analytics

INTERACTIVE KIOSKS LIGHT UP NEWLY RENOVATED DISTRICT

Minutes from downtown Atlanta's finest attractions, the Atlantic Station live-work community is home to thousands of metro Atlanta citizens and scores of businesses, big and small. As the multi-year renovation of the sprawling district nears completion, shops, restaurants, and residents are excited to connect, discover, and enjoy all the modern amenities.

Atlantic Station management group, Hines, worked with LG-MRI and smartLINK to bring the best of digital wayfinding and interactive signage to the property, with outdoor touchscreen kiosks. With dynamic digital signage, visitors and residents are informed of upcoming events and introduced to the property's numerous amenities via an interactive 3D map highlighting places to eat and shop. A selfie camera on every kiosk gives visitors a way to create and take a keepsake of their visit. Atlantic Station will also allot screen time for shop and restaurant tenants to promote their businesses.

A HIGH-PERFORMANCE DIGITAL KIOSK PLATFORM

Atlantic Station is built as a living community, where residents and visitors can enjoy live music, movies in the park, and sporting watch parties. The digital kiosks are integral in helping visitors discover the experiences available to them and navigate the sprawling property. The digital kiosk platform is a collaboration between software and hardware partners:

LG-MRI is known for high-performance outdoor digital signage solutions. With Atlantic Station's sun soaked grounds, the high-visibility 3500 nit, 55" BoldVu® displays proved the best hardware platform for the outdoor environment.

smartLINK is crafting the on-screen experiences across the kiosk network. Their cloud-based content management software platform, SkyOS, provides Atlantic Station a simple toolset for publishing creative content to the interactive displays.



ENCOURAGING EXPLORATION

Atlantic Station is a sprawling community full of restaurants, shops, and entertainment outlets. Of top priority is encouraging visitors to explore the property and experience all that it has to offer.

The BoldVu interactive kiosks have incredible flexibility in greeting visitors with content that highlights, draws interest and provides direction allowing visitors to fully experience Atlanta's Atlantic Station.

BUILT FOR MIXED-USE COMMUNITIES

smartLINK's SkyOS platform is an all-in-one, web-based mapping, content management, and data insights platform for interactive signage. At Atlantic Station the experience consists of four main interfaces: the ad loop, home screen, location finder, and map.

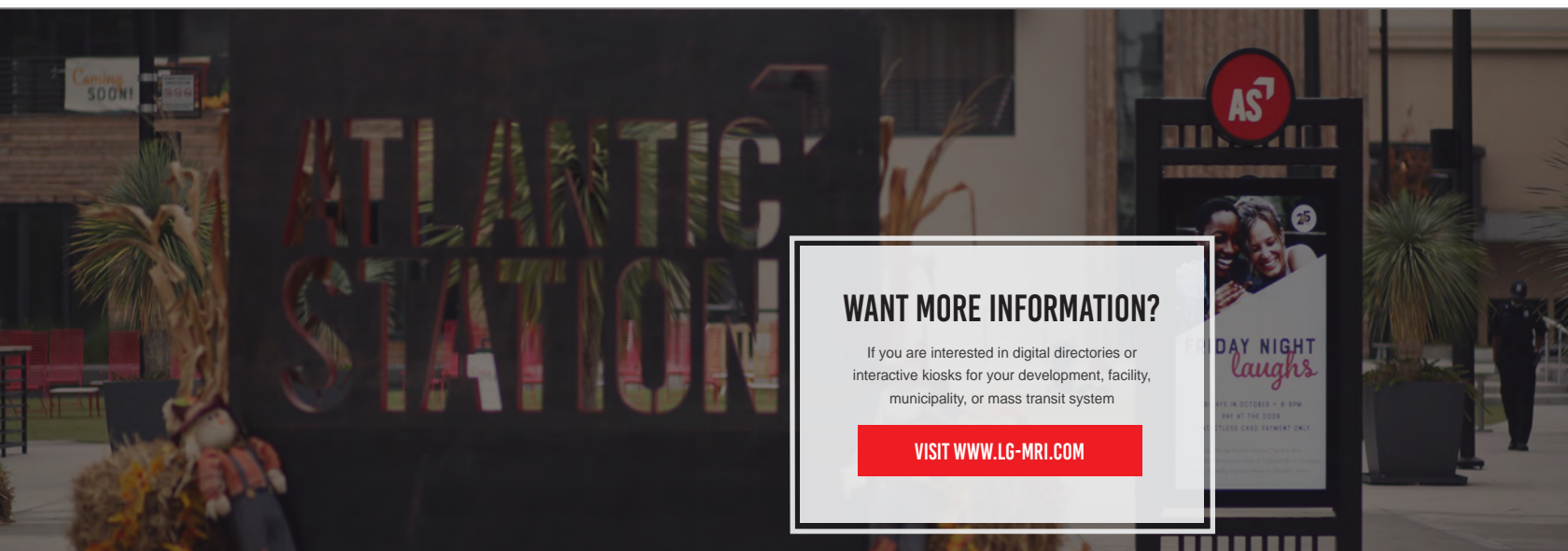
Ad Loop: screen time is allotted for brand promotions. Digital inventory is also reserved for event information and exclusive offers.

Home Screen: primary navigation to other features within the directory app including shops, restaurants, amenities, parking, event schedules, selfies, and a general search function.

Location Finder: smart filters provide additional information about places of interest and show where on the property they reside.

Map: a 3D map shows a user's current position and walking directions to a specific location. Full 3-axis tilt and zoom controls make the map feel and behave like the maps commonly used on mobile devices.

More important than the ability to customize colors, iconography, and tenant details is that when people use the smartLINK kiosks they feel responsive and intuitive. With an average user session lasting between 20 and 30 seconds, Atlantic Station has hit key metrics in visitor engagement via the interactive kiosks.



LG-MRI technologies' features and benefits depend on system configuration and may require enabled hardware, software or service addition. Performance varies depending on system configuration.

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