

Outdoor Kiosks

Successful Deployments



Wayfinding Kiosks

The Challenge

Richmond County Tourism Development Authority needed a way to promote tourism and local interaction in a more user friendly format. “We had an initial marketing and branding study done, and part of that outcome was a need for a county brochure and tourism office that provided information about Richmond County,” said Richmond County Tourism Development Authority Executive Director, Kelly Chance. “I did some research and wanted to take it a step further and see what we could do with technology.”

The Solution

Richmond County Tourism Development Authority worked with Meridian to create a wayfinding solution for visitors and locals. [Meridian](#) deployed Mzero [InterAct](#) on [indoor](#) and [outdoor kiosks](#) throughout Richmond County, NC. [InterAct](#) is Meridian’s highly configurable, easy-to-use, interactive digital signage software application. The InterAct software allows Richmond County to feature local dining spots, hotels, attractions and entertainment. Each listing can display photos, videos, an interactive map and written content. The software solution is installed on Meridian’s [Presenza](#) kiosks, which offer interactive touch screens for easy interaction with digital information. The installment includes three outdoor models located at the Richmond Plaza Shopping Center, the Rockingham Dragway and the Hamlet Depot, as well as twelve indoor models placed throughout Rockingham, Hamlet, Ellerbe and Hoffman, NC. The Richmond County Tourism Development Authority also has a mobile unit for promoting local attractions at events outside of the county.

The Result

The interactive kiosks provide Richmond County with a new way to [engage tourists and connect locals](#) by promoting events, shops, restaurants and attractions. “We’ve already had great success,” said Chance. The solution was unveiled in October when city and county officials, members of the Chamber of Commerce and the Tourism Authority cut a ceremonial ribbon on Richmond County’s new interactive kiosk system at Richmond Plaza Shopping Center. “We’ve just finished the process of getting the community conscious of the kiosks,” said Chance. “We’re now in the process of moving to the next step and offering more opportunities for advertisement.” Richmond County plans to add interactive kiosks to more locations later this year with hopes to further expand the initiative.



Richmond County Tourism

Richmond County Tourism Development Authority worked with Meridian to create a wayfinding solution for visitors and locals.

Outdoor Wayfinding

The Challenge

The Atlanta Colony Square Development project in 2021 was a massive undertaking of the city of Atlanta, Georgia to create an innovative experience while increasing community engagement and tourism in the city. The desire was to create a way to showcase the area's local shops and restaurants through interactive digital signage and wayfinding in a fun and engaging way that could also withstand the harsh outdoor elements.



The Result

Meridian's involvement with the 22mile and Visual Image for the Colony Square project in Downtown Atlanta, Georgia proved to be a massive success as the interactive wayfinding and digital advertising kiosks assist hundreds of visitors and bring a modern edge to navigating the friendly community space.

Colony Square

A community center of the future, that is the feeling that Colony Square wanted to promote when designing the modern community space in downtown Atlanta, Georgia.

The Solution

Meridian partnered with 22miles and Visual Image to provide fully interactive digital signage displays that were included in the Atlanta Colony Square area. Being outdoors the solutions provided were able to withstand the rain and direct Atlanta sun without losing their usability, function, or sleek design.





Wayfinding

The Challenge

In 2021 the city of Newark, Ohio needed a solution for their downtown areas to provide their community with updated information about the new and up-and-coming events, provided in real time.

“The sleek and user-friendly experience benefited the whole community and improved the tourism experience for everyone.

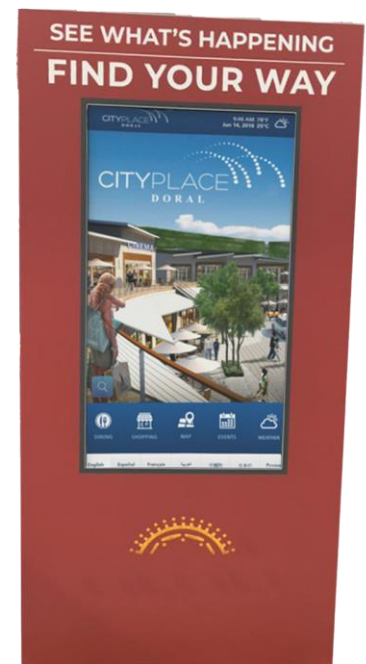
The Solution

Meridian's MZERO Interact software solution paired with our fully aluminum Outdoor Digital Touch Solution allowed the Newark Tourism team the ability to update information remotely and instantly while still providing a fun and engaging experience for users in the downtown area.



Newark Ohio

The city of Newark, Ohio with their thriving downtown areas seeks to provide a community atmosphere



The Results

The sleek and user-friendly experience benefited the whole community and improved the tourism experience for everyone, helping to increase visibility and engagement for both tourists and locals alike.



Ticketing Kiosk

The Challenge

The Omaha Zoo wanted to develop a solution for their parks that would expedite the payment process and allow guests to get into the parks sooner with less hassle. Visitors to the zoo were spending too much time waiting in line to make payments and get tickets and they wanted a way to increase efficiency so visitors could have more time to enjoy the parks.



“...Allowing staff to focus on providing the human element of customer service...”

The Solution

Meridian developed fully outdoor solutions designed for both ticketing and food ordering to increase efficiency while still being user-friendly and engaging. A total of 47 units were deployed throughout the zoo that handled payments, ticketing, and even wrist band printing. All the units were built with bright colors and designed to fit into the fun and inviting aesthetic of the Omaha Zoo.

The Result

The Omaha Zoo, and their patrons, loved the solution. Helping to deal with the ever present labor shortage, Meridian's solution helped to alleviate the burden placed on staff by automating a lot of the repetitive processes and allowing staff to focus on providing the human element of customer service rather than being stuck with only the mind numbing and often unfulfilling tasks.

Omaha's Henry Doorly Zoo & Aquarium

The world's largest retailer partnered with Meridian to engineer 12 different kiosk designs for a variety of use cases across their stores.





Outdoor Kiosk

The Challenge

Founded in 1918, Panasonic offers electronic solutions across four different core business areas: consumer electronics, housing, automotive, and B2B. When looking for a way to simplify and streamline the vehicle servicing drop-off and pick-up process, Ford partnered with Meridian and Panasonic to create a convenient self-service solution.



The Solution

Meridian collaborated with Panasonic and automotive industry expert, GoMoto, to develop a unique automotive Smart Service Kiosk solution. The solution allows drivers to securely drop-off and pick-up keys from their automobile dealership at a time that is most convenient for them. When dropping off their keys, drivers have the option to either scan their driver's license or manually enter their information before selecting the services they wish to receive and depositing their key. Upon completion of their services, drivers pay and retrieve their key, all from the kiosk.

The Result

With the self-service key-drop and pickup solution in place, the entire vehicle drop-off, pick-up, and payment process is automated, making the kiosks available 24 hours a day, 7 days a week.

Panasonic

Since 1918 Panasonic has provided electronic solutions for multiple industries and partnered with Meridian and Ford Motor Company to develop and automotive solution.

The Partnership



Meridian and Panasonic first began working alongside each other in 2015. From there the relationship has grown tremendously, leading to a mutually-beneficial partnership creating self-service solutions for end users across multiple industries, some of which include automotive, quick-serve restaurants (QSR), and retail. Within those industries, the two have collaborated to execute numerous notable projects, many of which were crafted for easily-recognizable household brands. Some projects include automotive dealership kiosks and digital signage for Ford and Kia, self-service food ordering kiosks for Dairy Queen, and in-store inventory and information kiosks for Ulta.



Drive Thru Kiosks

The Challenge

NEXTEP SYSTEMS, an industry leader in order management solutions, was founded to meet the emerging demand for self-order technology. Their single-platform, cloud-based architecture delivers scalable food service technology to multiple industries, including fast casual, quick service, managed food service, airport concessions and grocery. NEXTEP SYSTEMS needed an OEM partner to provide a reliable outdoor solution to meet the requirements of their comprehensive software platform.



The Result

NEXTEP SOLUTIONS and Meridian installed the Atlas in over 100 Subway locations throughout the U.S. The drive thru ordering solution enables employees to reallocate the time previously spent on taking orders and provides customers more efficient and accurate service, leading to greater ROI.

NEXTEP Drive Thru

In order to better serve their customers, NEXTEP SYSTEMS needed an OEM partner to provide a reliable outdoor solution to meet the requirements of their order

“ The solution engages and extends service to customers with self-ordering options.

The Solution

In 2010 NEXTEP SOLUTIONS partnered with Meridian to leverage the company's experience in [outdoor solutions](#). Meridian and NEXTEP SOLUTIONS worked together to install NEXTEP SOLUTIONS' self-ordering technology on Meridian's flagship drive thru kiosk, the [Atlas Outdoor Kiosk](#). The Atlas engages and extends service to customers with self-ordering options. The classic design provides an accessible, durable and reliable solution.



Outdoor Kiosks

The Challenge

Innovapost, the Information Technology Shared Services provider for the Canada Post Group of Companies, provides business solution services to Canada Post, Purolator and SCI Group. Innovapost works to solve complex problems and bring innovative solutions to the Canada Post Group of Companies through optimized application design, development and testing. Like many businesses today, Canada Post needed a way to efficiently operate both online and physical stores to meet the increasing demand of customers and improve services used by millions of Canadians each year.



The Solution

Tasked with developing a business solution for Canada Post, Innovapost partnered with Meridian to implement Meridian's flagship drive-thru kiosk, the [Atlas Outdoor Kiosk](#). The Atlas engages and extends service to customers with self-ordering options. The classic design provides an accessible, durable and reliable self-service shipping solution. Together, Meridian and Innovapost created a drive-thru solution that allows customers to remain in their vehicle while picking up packages. Users simply scan the barcode on their smartphone or paper pickup notice, then drive ahead to receive the item at the pickup window.

The Result

Meridian and Innovapost installed the self-service solution in Richmond Hill and Edmonton as part of Canada Post's innovative store initiative. The drive-thru allows customers to do business quickly and easily, leading to a better customer experience.

Innovapost

Innovapost partnered with Meridian to implement an outdoor drive-thru solution in order to meet the increasing demand of customers and improve services used by millions of Canadians each year.





Automotive Kiosk

The Challenge

More than half of the U.S. states require drivers to complete annual auto-emissions tests. A number of states, including Maryland, perform roughly two million auto emissions tests each year. Opus Inspection, the leader of vehicle emissions testing equipment and service, saw a need to simplify the process and sought to create a solution for drivers who were unable to visit stations during business hours

Opus Inspection Self-Service

Opus Inspection saw a need to simplify the vehicle emissions testing process. Together, Meridian and Opus Inspection created new emissions-testing kiosks. Now drivers can perform their own vehicle emissions tests at self-service kiosks.



The Solution

Opus Inspection partnered with Meridian to create a robust outdoor solution. The new emissions-testing kiosks perform the same test technicians perform at full-service stations but do it at an unattended, [self-service kiosks](#), providing a new convenience for drivers. Similar to self-checkout at a grocery store, users scan their emissions notice at the kiosk and pay with a credit card. Users then use a test device, located in a small compartment underneath the screen; they are able to then plug the testing device into the vehicle's computer diagnostic system. The device tests whether the engine is working properly and if the vehicle's emissions are meeting the state's environmental standards. The kiosk screen shows when the test is completed, users remove the device, and return it to the kiosk where they retrieve the printed receipt. The entire process takes five to 10 minutes.

The Result

In August 2015, Maryland's Motor Vehicle Administration initiated a program to deploy two self-service kiosks available 24 hours a day, seven days a week, at the Glen Burnie VEIP station and the Gaithersburg MVA branch office. According to the MVA, the two original kiosks have performed more than 2,300 tests, with a customer satisfaction rating of 85 to 90 percent. Nine months after the initial deployment, Maryland's MVA expanded the program to seven new stations. Drivers will now be able to perform their own vehicle emissions tests at Meridian self-service kiosks located at the Bel Air, Beltsville, Frederick, and Waldorf MVA branch offices, and at the Annapolis, Edgewood, and Owings Mills VEIP stations.

Ohio's Choice Plus program has also found success with the addition of new emissions-testing kiosks. 16 E-check stations were deployed throughout Ohio as a crucial step in Ohio's comprehensive air quality plan to reduce motor vehicle pollutants.

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