



American Heart Association
Halle Heart Children's Museum

INTERACTIVE MUSEUM KIOSK SOLUTION

KIOSK GUIDED VIDEO TOUR

For years, the American Heart Association's Halle Heart Children's Museum in Tempe, Arizona, was only open for school tours and private groups by appointment. Visitors had to be guided through the museum by professional tour guides.

When the AHA decided to open the museum doors to the general public this past October, with standard operating hours, the organization realized it could not afford to staff the facility with full-time tour guides. Instead, it had to come up with a way to establish a self-guided tour experience — one that would continue to help generate interest in the exhibits while also staying within the museum's budget.

To accomplish this goal, the AHA collaborated with Meridian to design a robust, customized kiosk design that factored in the limitations of the museum's budget and stayed consistent with its project goals. The museum had to consider specific parameters for its content and audience: the kiosks not only needed to be kid-friendly, but also safe and engaging. The AHA required a customized size, display, height and design to accomplish its goals.

"We looked at handheld maps and audio tours, but ultimately we decided a video kiosk tour would be the most child-friendly and the best overall experience," says Len Gutman, the Halle Heart Museum's Director of Philanthropy.



KID-FRIENDLY KIOSKS ENGAGE VISITORS OF ALL AGES

The AHA worked with Meridian and Insight Enterprises to provide its visitors with a self-guided video tour, starting with a welcome and orientation video, followed by instructions and education for the museum's main exhibits.

The AHA installed six kiosks to provide a self-guided tour containing a short video with information about the museum and details on how to interact with each exhibit.

"Because our museum is for kids, the number-one concern was safety. We chose thin-profile kiosks from Meridian so that we could place them up against walls, and then we had them bolted to the ground so they couldn't be knocked over."

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The AHA made sure the kiosks could be wrapped in a custom design to fit in with the bright and colorful atmosphere of the museum. The kiosks feature the museum's mascot Lub Dub dressed as the Red Crusader "superhero."

THE PLAYERS

AHA HALLE HEART CHILDREN'S MUSEUM

A hands-on, interactive cardiovascular learning facility, the museum attracts 30,000 visitors each year, educating children as well as adults on various health-related topics including the benefits of exercise, eating healthy and the importance of not using tobacco products. The teachings are reinforced through various fun, interactive exhibits designed to illustrate how kids can make "heart-healthy choices."

MERIDIAN KIOSKS

Meridian is fully integrated manufacturer of kiosks, interactive digital signage and self service solutions. A complete end-to-end self-service innovator, Meridian develops products and services from concept to completion all under one roof, providing greater efficiency and lean, high-quality product. For nearly two decades, we've helped our partners succeed by designing, engineering, manufacturing and integrating hardware and software solutions from our 13-acre headquarters in North Carolina.



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