Specialist Apps

Digital interactivity purpose built for **Visitor Information Centres**

Specialist Apps provide purpose built, interactive touch screen kiosks for use in Visitor Information Centres, public spaces including shopping malls, and airport arrival and departure lounges.

The kiosks are robust, user-friendly, interactive and have accessibility features seamlessly designed into the user experience.

Our Digital Information Kiosks provide visitors with easy access to interactive maps, places of interest, business listings, itinerary planning important local news, events, local weather and road conditions and much more.

ATDW Integration
Our software includes automatic integration with ATDW, enabling instant filling of local content and removes any double handling of data entry.

Emergency Alerts and Warnings
Emergency alerts and warnings including full screen and external warning lights, for bushfires, tsunamis, cyclones, road closures, floods and more and full local weather recording and reporting

Rapid Setup and Deployment
Once on site, the kiosk hardware can be setup and installed in a matter of hours

Comprehensive Content Management
Our bespoke Device Content Management Platform allows for seamlessly managing kiosk content and device functionality.

Proximity Awareness
Awareness of the kiosk's location with the ability to wake up and interact with visitors automatically when approached, including Ai driven machine to human interface. Configurable and customisable using our Device Content Management Platform.

Reporting and Analytics
Reporting dashboard provides data on visitor interaction with kiosk; link clicks, operator referrals and heatmap onscreen activity.

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Tourism & Visitor Economy

Council KPI	Kiosk Outcome
Increase visitor numbers	✓ Always-on digital visitor access points in high-traffic areas
Improve visitor experience and satisfaction	✓ Real-time maps, attractions, events, and wayfinding
Increase length of stay	✓ Promotion of nearby experiences, accommodation, and itineraries
Increase visitor spend	✓ Direct exposure and referrals to local tourism operators and businesses
Improve accessibility of visitor services	✓ 24/7 access without reliance on staffed visitor centres

Economic Development & Local Business Support

Council KPI	Kiosk Outcome
Support local businesses and SMEs	✓ Low-cost, equitable promotion for local businesses
Increase business visibility	✓ Centralised platform highlighting local products and services
Encourage place activation	✓ Visible smart infrastructure supports activation and investment confidence
Reduce service delivery costs	✓ No ongoing staffing requirements compared to physical centres

Service Accessibility & Equity

Council KPI	Kiosk Outcome
Improve access to council services	✓ Extends council services into smaller towns and public spaces
Reduce geographic and time barriers	✓ Eliminates reliance on office hours and travel
Support inclusive service delivery	✓ Serves residents, visitors, and businesses equally

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Emergency Management & Public Safety

Council KPI	Kiosk Outcome
Timely emergency communications	✓ Highly visible emergency alerts and warnings
Improve visitor experience and satisfaction	✓ Real-time fire danger ratings, flood warnings, heat alerts
Clear evacuation and safety messaging	✓ Central public information point during emergencies

Economic Development & Local Business Support

Council KPI	Kiosk Outcome
Build resilient communications channels	✓ Additional layer alongside mobile, radio, and online systems
Reduce single-point communication failure	✓ Maintains public messaging during outages or congestion
Support recovery communications	✓ Displays service updates, recovery information, and business reopening

Data, Insights & Sustainability

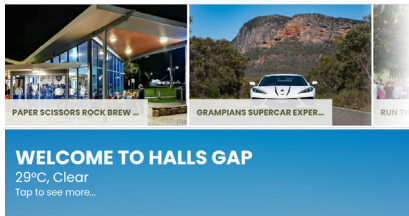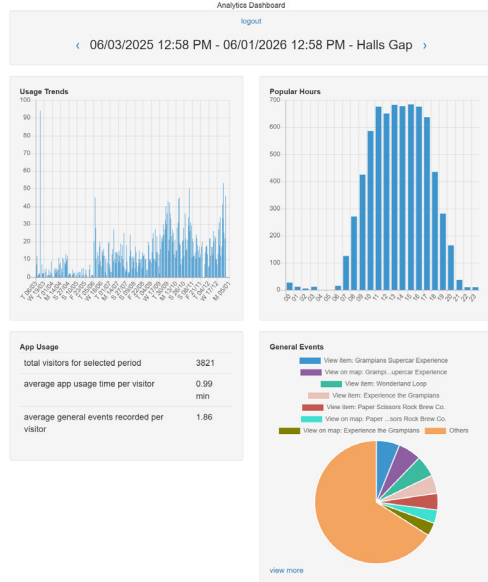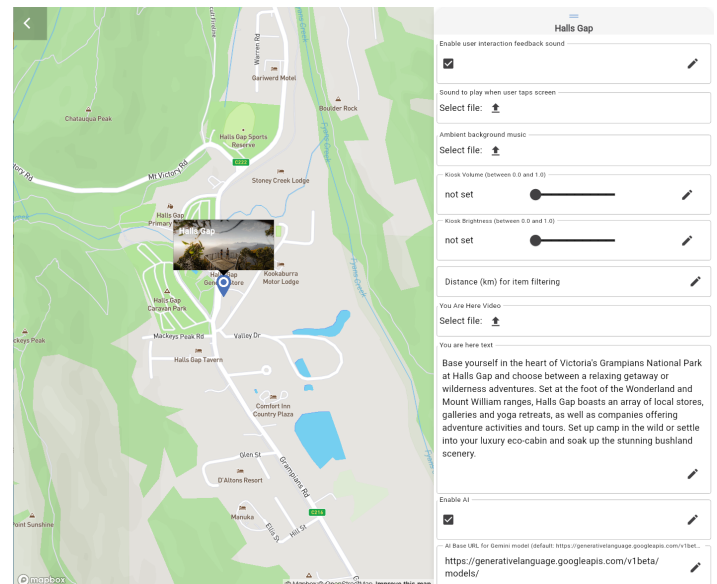| Council KPI	Kiosk Outcome
Evidence-based decision making	✓ Usage analytics on visitor behaviour and service demand
Reduce environmental impact	✓ Lower reliance on printed materials
Improve operational efficiency	✓ Centralised, scalable digital infrastructure

Specialist **Apps**

An example of a typical home view for the kiosk software. On this screen the user will have access to weather warnings, highlighted local ATDW sorted by distance, and single touch links to other sections of the kiosk software.

If the user taps on a weather alert or the weather panel they will be presented with this screen which features advice on alerts and general weather information for the area.

Usage data and analytics are automatically collected for each kiosk and are available for review at any time. This data includes peak usage periods and insights into which software sections and ATDW content are accessed most frequently.

The Device Content Management Platform allows for customisation of software content as well as a vast array of hardware settings that can be pushed out to the kiosk at anytime.