



DIGITAL SIGNAGE SOLUTIONS

Clear Channel Airports

ACCESSIBLE INTERACTIVE DIGITAL SIGNAGE





Accessible Interactive Digital Signage

Clear Channel Airports (“CCA”) utilized Meridian to build a turn-key solution for interactive digital signage and advertising for installation at airports across the US and Canada.

The kiosks allow CCA to sell advertising to local amenities such as hotels, transportation, entertainment and restaurants. A list of advertisers are displayed within each category. When an advertiser is selected, a road map appears plotting driving directions from the user’s present location at the kiosk to the selected destination. The CCA application also features phone service, providing the user with the ability to call a selected advertiser directly from the kiosk.

The interactive digital signage solution, developed by Meridian and powered by MzeroSoftware, leverages many of the existing technologies available in the MzeroPlatform. These integrations made it possible to release the first version of the CCA digital signage solution within a matter of weeks. The Mzero phone service provides an all-software approach to voice over IP (VoIP) calling over a wireless 4G network using the kiosk telephone handset and phone pad, or on- screen prompts. Mzero also provided the means to send outbound SMS messages containing information about the advertiser so the viewer can take the information with them on their mobile device. QR Codes are also employed to allow the user to transfer information about the advertiser quickly to their mobile device.



Meridian's "Spout" content management service provides the means for CCA to publish and maintain profile-based content targeted to each airport. The software is integrated with the CCA back office and advertising profiles are published as soon as they are sold. Spout, through data sync, will collect the changes and update the content on a defined schedule based on the kiosk profile.

MzeroManage tracks the interaction with each advertiser including impressions, clicks, calls and sms messages sent. Meridian then provides CCA the ability to download summary reports of all advertising clicks and impressions accumulated from all the kiosks into a monthly report from Web Service Application Programming Interfaces (APIs). CCA then uses these reports to report upstream Return on Investment (ROI) to their clients.

According to the American Disabilities Act (ADA), US Airports fall under a special zone for ADA compliance, requiring physical reach / height regulations, accessibility to the deaf and also the visually impaired. To address the physical requirements, Meridian assessed the hardware and positioned screen content of the 46" screen within reach of the compliance guidelines. Content that was out of reach of the user may be pulled down into the compliance area using buttons near the bottom of the screen. To address accessibility for the visually impaired, Meridian utilized the Mzero ADA accessibility features to present all the screen content as Interactive Voice Response (IVR) which is a technology that allows the kiosk software to interact with users through use of voice prompts (the screen text is read to the user) and DTMF tones (input by the telephone keypad to select an option from the screen). This allows the visually impaired to access all the same features on the kiosk as any other individual. Mzero software automatically updates the IVR menu to match changes in the screen content that are published by CCA from the content management system.

ADA accessibility for the deaf was a particular issue due to the infrastructure needed to provide Telecommunication Device for the Deaf (TDD or TTY) service. Typically, TDD devices are physical hardware components that must be installed on the kiosk and attached to a physical analog landline. Mzero provided an all-software solution without the need of the additional TDD equipment.

About the Client

Clear Channel Airports Develops Innovative Airport Media Programs that Connect Brands with Hard-to-Reach Consumers Through Captivating Media Opportunities.

For more than 40 years, Clear Channel Airports has defined the airport advertising industry. Their diverse media platform allows brands to engage consumers through hands-on experiential exhibits, dynamic digital displays, mobile retargeting and a multitude of printed media options. They have invested over \$125 Million in airport media products, including more than 2,000 dynamic digital displays, designed to promote brands across North America.





Clear Channel Airports Interactive Digital Signage with Phone and ADA Accessibility A MERIDIAN CASE STUDY

Moreover, with the proliferation of Voice over IP (VoIP) technology, TDD communication becomes increasingly difficult to implement due to the need to roll out QoS (Quality of Service) which requires expensive network infrastructure. MAP TDD solves these issues by not requiring a dedicated analog line to each kiosk. Instead, MzeroSoftware TDD allows Clear Channel Airports to concentrate the entire kiosk networks TDD calls through a small number of shared analog lines at a central location. Mzero TTY also uses a light protocol for communication and does not require QoS, reducing the infrastructure cost for deployment of this technology over IP.

In addition to accessibility features, Meridian also provided CCA dynamic and extensible multi-language support for displaying content in ten languages including English, Spanish, German, French, Italian, Portuguese, Japanese, Chinese, Korean and Arabic.

Mzero software provides a foundation for the client to create rich interactive experiences with digital signage that is measurable, manageable and accessible. Meridian uses the same software to develop turn-key solutions for clients. We also offer the same platform to any Independent Software Vendors (ISV) to leverage the same capabilities. As ADA regulations are constantly changing they are already poised to expand into other areas such as informational kiosks, Mzero provides the foundation to stay ahead of changing requirements.





Corporate Headquarters

312 S. Pine Street
Aberdeen, NC 28315
+1 866-454-6757
sales@meridiankiosks.com

meridiankiosks.com

