

## PROJECT LOCATIONS

West Hartford, CT

## DATE OF ACTIVATION

September 2014

## CORE USE CASE

Directory Services with Built-in Advertising Capabilities

## SOFTWARE

DirectMe™

## SOFTWARE FEATURES

- Interactive Directory featuring T1V's wayfinding app; browse videos, images, text and more.
- Search and filter - allowing customers to locate relevant content by a preset of categories
- Interactive advertising program
- Mutitouch, multiuser, multiapplication interface
- Integration with Taubman's existing database to keep content synchronized

## HARDWARE

Interactive Wall - 5 Panel

## HARDWARE FEATURES

- 5 x 46" touchscreen with single, continuous glass pane overlay
- 43" tall x 125" wide

An easy-to-use wayfinding tool that doubles as a profit center

