

Successful Deployments

# Entertainment Solutions



# 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.

## 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.





## Large Amusement Park Corporation

# Food Ordering Kiosk

### The Challenge

Amusement parks dedicate themselves to providing an entertaining and overall high-quality experience for all of their guests, and while waiting in line is part of the amusement park experience, thrill-seekers typically prefer to spend their time waiting for rides rather than concessions. Acknowledging concessions wait times as a concern, a large amusement park corporation approached Meridian with a desire to implement an ordering kiosk to expedite the overall process.

Meridian worked with a large amusement park corporation to develop an interactive concessions ordering solution to improve efficiency at their parks across the Americas.



“Guests are now able to conveniently order and pay for their food from the kiosk.”

### The Result

The amusement park corporation's kiosks are currently installed at three of their different park locations, with future plans for nationwide expansion to each of their amusement parks across the United States.

### The Solution

To expedite the food service process in their parks across the country, the amusement park corporation partnered with Meridian to design and deploy custom concession ordering kiosks. The two worked together to integrate the amusement park's self-order and bill pay software onto one of Meridian's standard kiosk models, the RTS. Guests are now able to conveniently order and pay for their food from the kiosk.

### The Partnership



Meridian and HP have partnered to create solutions for well-known brands across the logistics, healthcare, retail, and entertainment industries. Some notable partnerships include hospital check-in kiosks for the Hospital Corporation of America, self-service shipping solutions for FedEx, job application, site-to-store, and endless aisle kiosks for the world's largest retailer, and food ordering kiosks for a large amusement park corporation.





# Mall Kiosk

## The Challenge

American Dream Mall approached Meridian for a solution to increase advertising space and engagement for their nearly 3 million square foot retail and entertainment complex located in East Rutherford, New Jersey.

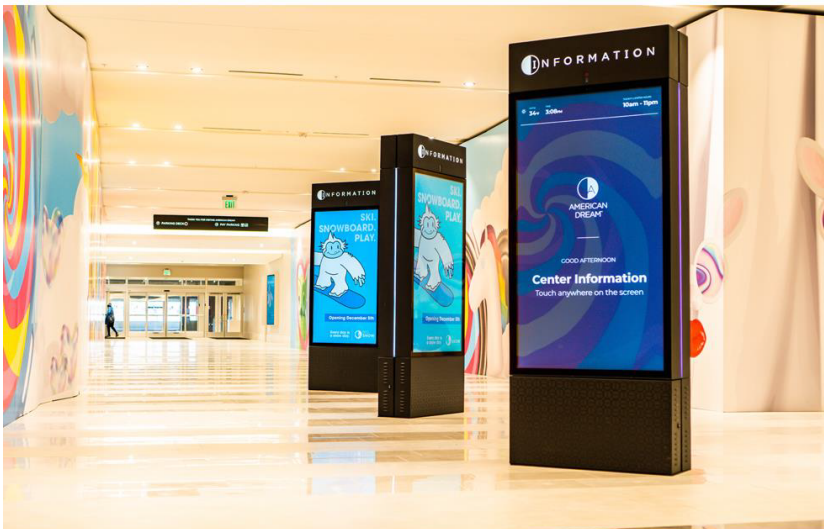
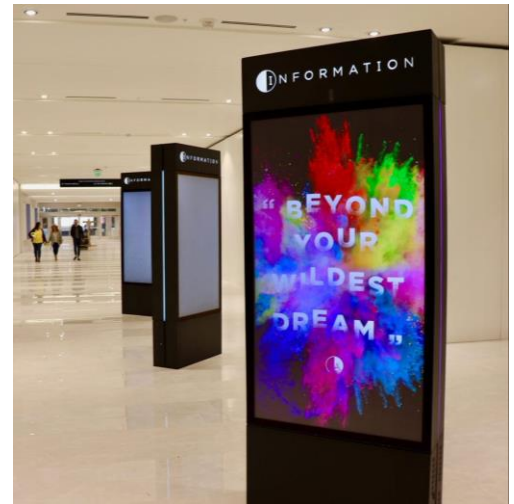
## American Dream Mall

The American Dream Mall is located in East Rutherford, New Jersey and boasts nearly 3 million square feet of retail and entertainment space.

“ Meridian engineered more than 76 fully interactive 55” and 65” digital signage solutions for the American Dream Mall.

## The Solution

Meridian partnered with SNA Displays to engineer more than 76 fully interactive 55” and 65” digital signage solutions for the American Dream Mall in 2020. The solutions were designed to assist patrons with wayfinding and navigation through the expanse of the mall as well as offering opportunities for digital advertising creating a sleek and modern feel to the mall.



## The Result

Meridian and SNA Displays were able to completely transform the overall atmosphere of the American Dream Mall providing interactive advertising and wayfinding opportunities to patrons as they walked along the almost 3 million square miles of entertainment and retail venues.

Learn More:



# Digital Signage

## The Challenge

Legends, known for its industry-leading hospitality, catering and merchandising operations, was awarded stadium merchandising rights for Super Bowl 50 at Levi's Stadium. Legends teamed with Facility Management Inc. to win the bid for its first Super Bowl as stadium merchandise concessionaire. Given the significance of the iconic sporting event and with over 70,000 in attendance, Legends needed

a way to engage with fans, shorten wait times and keep stadium merchandise stores under capacity.

“ Meridian’s highly configurable interactive digital signage allowed fans to browse exclusive merchandise for purchase at the NFL Shop throughout the stadium.

## The Solution

In January 2015 Legends enlisted the help of Meridian to create a robust retail solution. Meridian and Legends partnered to deploy interactive digital signage at Levi's Stadium. InterAct, Meridian's highly configurable, easy-to-use, interactive digital signage software application, allowed fans to browse exclusive merchandise that could be purchased at the NFL Shop presented by Visa retail stores located throughout the stadium. The interactive software solution was installed on six Presenza kiosks, Meridian's flagship interactive digital signage kiosk.



## The Result

Super Bowl 50, held on February 7, 2016, produced a record \$4.6M in merchandise sales at Levi's Stadium. Following the success of the Super Bowl, Legends reassigned the six Meridian kiosks to venues at Indianapolis Motor Speedway, AT&T Stadium, Raymond James Stadium, Freedom Tower and Yankees Stadium. Meridian and Legends are continuing to collaborate on enhancements to the InterAct digital signage software application that will provide an even greater user experience at these venues.

## Super Bowl Kiosk

Super Bowl 50 attendees needed a way to be able to browse exclusive merchandise that could be purchased at the NFL Shop throughout the stadium.



# Digital Signage

## The Challenge

Samsung SDS America (SDSA) is the U.S. subsidiary of Samsung SDS, a global software solutions and IT services company. SDSA provides purpose-built digital technology solutions in the areas of secure mobility and advanced analytics. When looking for a unique way to transform

the ways in which retailers and advertisers engage their 'on the go' audiences, Samsung turned to Meridian to help create a digital out-of-home signage solution.



\*Actual customer design confidential

## The Solution

Designed to display targeted advertisements, the digital signage solutions have been installed in locations with a high volume of customer traffic, such as shopping centers and retail outlets. In addition to displaying targeted advertisements, the solutions also track consumer behaviors—providing advertisers with media metrics and a comprehensive understanding of audience segments and their movement patterns throughout the sales cycle, based on advertisement exposure.

## The Result

As an initial rollout, the first 50 digital signage units were deployed at a variety of locations across the country in 2018 and early 2019.

## Samsung

Providing global software and IT services Samsung provides multi purpose technology for both secure mobility and advanced analytics.

## The Partnership



With a combined 50 years of experience providing digital hardware and software solutions across a variety of industries, Meridian and Samsung are combining their areas of expertise to transform the large-format digital signage space.



# 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 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 Presenza

## The Challenge

The city of West Bend, Wisconsin, has a downtown area that is thriving with a variety of activities and attractions from shopping, dining, and even recreation opportunities. Wanting to provide an engaging and fun resource for visitors, the city started looking into adding an interactive, digital, kiosk as part of their Downtown Main Street reconstruction project. West Bend reached out to Meridian to create a user-friendly solution that could withstand both the harsh Wisconsin winter, as well as the sunny Summer months of the year.

## The Solution

Meridian created an outdoor Presenza for the City of West Bend to be implemented as part of the Downtown Main Street reconstruction project, completed in October of 2023. The kiosk provides information to visitors and West Bend residents, in a fun and interactive way. By showcasing all the town has to offer the kiosk encourages visitors to enhance their time in the downtown area by showing amazing restaurants for lunch or dinner, where to shop at specialty stores or boutiques, and even showcases the brand-new Riverwalk to see all the city has to offer.



## The City of West Bend, Wisconsin

West Bend is a city in Wisconsin, located 30 minutes north of Milwaukee. The City has over 1,000 acres of award-winning parks and more than 32,000 residents

“ We were able to integrate the kiosk with our Winter Warm-Up event (...). This event was a great success, and we’re looking forward to opportunities to utilize the kiosk for future events.



– Jacob Moeller, Communications Coordinator, City of West Bend.

## The Result

Meridian’s outdoor Presenza was already showing benefits to the City of West Bend, even after just a few short weeks, showcasing local gems and hotspots such as trendy restaurants, stylish boutiques, or fun events in the area. West Bend also utilized the kiosk for their Winter Warm-Up Event, which exhibits a variety of ice sculptures all around the city. Wanting a way to ensure visitors could admire every single one of the 65 intricate ice sculptures West Bend used an interactive map for visitors and locals alike. The inclusion of the interactive map made the event a great success and the City of West Bend will continue to utilize Meridian’s incredible outdoor Presenza for all future events moving forward.

[Learn More City of West Bend:](#)

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