

Successful Deployments

# Hospitality Solutions



# 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

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# Automotive Kiosk

## The Challenge

An easily recognizable household name, Enterprise Holdings is the parent company of Alamo Rent-A-Car, Enterprise Rent-A-Car and National Car Rental. With a global network spanning more than 90 countries and 1.9 million vehicles, they are committed to exceeding their customers' expectations for service, quality, and value. With such a large network of locations, Enterprise Holdings saw a need to simplify the car rental process.

“ A completely custom self-service kiosk for drivers to use when checking in to pay for and retrieve their rental car.

## The Solution

Enterprise Holdings partnered with Meridian and Embross (formerly IBM) to create a completely custom self-service kiosk for drivers to use when checking in to pay for and retrieve their rental car. To use the kiosk, drivers simply check-in with their driver's license. After checking in, drivers can upgrade vehicles and add different drivers, all from the kiosk. Drivers can then pay for their rental vehicle with either a credit or debit card.

## The Result

Since implementation in 2011, the completely custom self-service kiosk solution has been implemented by Enterprise, Alamo, and National in over 300 airports nationwide.

## Enterprise Holdings

Enterprise Holdings partnered with Meridian to create interactive car rental kiosks for each of their unique brands—Enterprise, Alamo, and National. Travelers are able to use the interactive kiosks to check-in, enter their information, and pay for their rental cars.



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