

Successful Deployments

# Retail Solutions



## Customer Locker

### The Challenge

The construction industry runs on one simple rule, to reduce down time as much as possible. When every second counts no one has time to wait around trying to get parts for machines. That is why CAT wanted to create a system to allow their customers to pick up the parts they need on their time rather than having to stick to the traditional 9-5 of most businesses. Tired of being at the mercy of shipping times and scheduling conflicts CAT

### The Solution

Tired of being at the mercy of shipping times and scheduling conflicts, CAT came to Meridian for a solution that would give control back to their customers. Something that could effectively store expensive equipment and notify customers when their orders are ready. That is why Meridian created the 24-Hour Parts Pick-Up Lockers for CAT.



express card or some other form of ID into the system and the corresponding door in the Parts Locker opens easily allowing them to decrease down time waiting around for necessary parts to be delivered or for someone to let them into the building.

## Carter CAT

A Caterpillar equipment dealership wanted to improve their customer service, specifically those customers who would not be able to pick up parts during normal business hours.

“The locker automatically sends a notification letting the customer know that their part is ready for pick-up, even if it is after hours.

### The Results

Now when a customer's part is ready it is simply scanned into the locker which automatically sends them an email confirmation letting them know their part is ready for pick up. Then the customer picks up the part on their time, even if it is after hours or before dawn, the automated process means no more waiting for normal business hours. The customer simply scans their

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## Retail Kiosks

### The Challenge

With more than 2.3 million associates, the largest retailer in the world serves more than 260 million customers every week, both in-store and online. The retailer approached Meridian in 2007 when beginning to expand their mission toward innovation and service, with the idea to implement employee and customer-facing self-service kiosks

“Meridian also provided kiosk solutions for the automotive service department, self-checkout, endless aisle end-caps, and membership program registration.



### The Solution

To meet their goal, the retailer needed a partner who could provide a cost effective solution and rapid prototyping with the ability to scale quickly. While the retailer was initially looking for solutions for hiring, site-to-store service, and gift registries, Meridian also provided kiosk solutions for the automotive service department, self-checkout, endless aisle end-caps, and membership program registration.

### The Result

Meridian has engineered 12 kiosk designs for the retailer and installed more than 20,000 units to date. As an end-to-end provider with all manufacturing under one roof, Meridian has been able to meet all orders, including an order for 3,600 units in six weeks with zero out-of-box failures.

## World's Largest Retailer

The world's largest retailer partnered with Meridian to engineer 12 different kiosk designs for a variety of use cases across their stores.



### 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

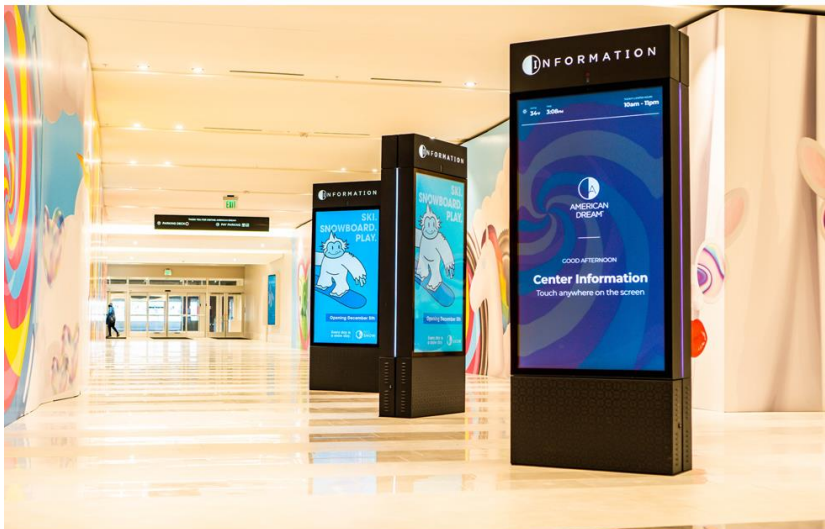
### The Challenge

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.

“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.



## 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.



### 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:





# Super Bowl Kiosk

## 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

# SAMSUNG

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.



## 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.



### 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.

## Large Amusement Park Corporation

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 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.

# MetLife Insurance Kiosks

## The Challenge

With more than 90 million customers in over 60 countries, MetLife is an innovator and leader in protection planning and retirement and saving solutions around the world. In 2014, MetLife furthered its cause for innovation by launching a self-service initiative. In doing so, MetLife partnered with Meridian to develop a custom kiosk solution to expand its brand reach and provide valuable information to customers.

## The Solution

Together, MetLife and Meridian created an easy-to-use solution that allows users to receive an insurance quote in three simple steps. To begin, users simply touch “click here to start” on the screen. Users then scan their driver’s license, which auto-populates the required information fields. As a final step, users are prompted to enter their preferred email address. Once the three steps are complete, an insurance quote is automatically emailed to the provided address.

“Users scan their driver’s license, which auto-populates the required information fields.”

## The Result

Designed for a high degree of flexibility, MetLife’s custom software is compatible with an easy-to-carry, lightweight countertop solution for use at tradeshow and events, as well as a stand-alone unit for unattended service in corporate lobbies.

## MetLife Insurance Kiosks

MetLife partnered with Meridian to create an easy-to-use insurance kiosk solution. The self-service solution allows users to receive an insurance quote in three easy steps





## **Corporate Headquarters**

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

**meridiankiosks.com**

