

Successful Deployments

Travel & Tourism Industry 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.





Presenza

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.



Clear Channel Airports

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.



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.



Wayfinding

The Challenge

There is nothing more frustrating than trekking through an airport to find something after a long, stuffy flight. Hoping to address these concerns, Port Columbus International Airport (CMH) needed a solution to help it's visitors navigate the airport and city with ease. With Meridian's interactive [digital wayfinding kiosks](#) they accomplished that and so much more.

“ It was of utmost importance to be able to have robust administrative and management tools in order to effectively manage multiple kiosks.



Columbus Airport

Port Columbus International Airport needed a wayfinding solution to help travelers navigate both the airport and the city of Columbus, OH.

The Solution

Meridian provided CMH with a unique wayfinding kiosk solution. Utilizing the wayfinding kiosks, CMH travelers can easily arrange transportation, find local restaurants, and make hotel accommodations. CMH's solution was completely custom using the world's leading remote access technology, based upon their goals and expectations.



The Result

At Meridian we're not interested in the boilerplate approach when it comes to technology. With CMH it was of utmost importance to be able to have robust administrative and management tools in order to effectively manage multiple kiosks. The solution included:

- Third Party Web APIs
- CRM Integration
- Payment Portal
- Social Media Integration



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
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Wayfinding

The Challenge

In 2021 the city of Newark, Ohio needed a solution for their downtown areas to provide their community with updated information about the new and up-and-coming events, provided in real time.

“The sleek and user-friendly experience benefited the whole community and improved the tourism experience for everyone.

The Solution

Meridian's MZERO Interact software solution paired with our fully aluminum Outdoor Digital Touch Solution allowed the Newark Tourism team the ability to update information remotely and instantly while still providing a fun and engaging experience for users in the downtown area.



Newark Ohio

The city of Newark, Ohio with their thriving downtown areas seeks to provide a community atmosphere



The Results

The sleek and user-friendly experience benefited the whole community and improved the tourism experience for everyone, helping to increase visibility and engagement for both tourists and locals alike.

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.





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.



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.

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.



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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