The 18 square block district is home to more than 130 art galleries, showrooms, creative services, architecture firms, luxury fashion stores, antiques dealers, eateries and bars.

Image Credit: Miami Design District

SOLUTION OVERVIEW

Interactive kiosks deliver wayfinding, events schedules, feature artwork at avant-garde mixed use development, Miami Design District.

TECHNOLOGY PARTNERS

LG-MRI - BoldVu® Kiosk
smartLINK - Wayfinding Software and CMS
Intel - Compute Platform

COMPONENT DETAILS

LG-MRI
BoldVu® 55" | BV1455PD
 - Dual-Sided Kiosk
 - 3500 Nit Daytime Luminance
 - 10-Year Performance
All-Glass InfiniteTouch® Sensor

smartLINK
SkyOS Software Platform
 - 3D Mapping
 - Content Scheduling
 - Audience Analytics

Intel
Intel® NUC Board
Intel® Core™ i5 Processor

DIGITAL DIRECTORIES INTEGRAL TO MIAMI DESIGN DISTRICT'S TECHNOLOGICAL FUTURE

More than twenty years ago, Miami native Craig Robins recognized the potential of the Miami Design District, and started acquiring buildings in the neighborhood. His goal was to reinvigorate a forgotten part of Miami, transforming it into a unique creative community through exceptional architecture, design and experiences. This singular vision for the neighborhood has now been realized. Today the District is a vibrant community where residents and visitors enjoy amazing shopping, chef-driven restaurants, world-class museums and abundant outdoor space.

Like any neighborhood, the district is constantly evolving. With the goal of keeping always up to date information about the district's many shops, restaurants, and museums within arms reach of thousands of monthly visitors, Miami Design District turned to smartLINK and LG-MRI to bring interactive digital kiosks to the venue. Dual-sided 55" touchscreen kiosks dot the property and provide 3D wayfinding to local places of interest, highlight event schedules, and feature works of local artists.

CREATING AN INTERACTIVE AND RESPONSIVE ENVIRONMENT

The Miami Design District is built as an interactive destination, where visitors can shop in flagship stores from global fashion retailers, admire monumental sculptures and murals, and explore numerous museums and art galleries. The digital directories echo the constant change of the neighborhood with dynamic video and artwork. The solution came together as a collaboration between Miami Design District and multiple partners:

LG-MRI is known for high-performance outdoor digital signage solutions. With Miami's endless sunshine and blistering temperatures, the 3500 nit BoldVu® kiosk with 10-year warranty proved the best suited kiosk hardware for MDD.

smartLINK is creating the on-screen experience and facilitating media buys across the kiosk network. Using camera-driven analytics their content management software platform, SkyOS, helps tenants execute omni-channel engagements, elevating venue value and content relevance.

Intel is the backbone of the compute infrastructure powering the intelligence derived from the BoldVu® Kiosk. All media and interactivity is processed, stored, and accessed via Intel compute resources housed within the kiosk.

TEN THOUSAND INTERACTIONS IN SIXTY DAYS

A key component to digital directory success is placement around the property. The kiosks at Miami Design District are located at the head and tail of key pedestrian walkways - not placed against walls, but directly in the right of way so that everyone sees them. As proof of their effective placement the kiosks amassed over 10,000 interactions and 2,800+ selfies within the first 60 days of going live in the district.

Zinnia Maisonet, Assistant General Manager of Miami Design District stated, "the solution has been an integral part of the Miami Design District's movement into the technological future. With smartLINK's customer branded mapping and user-friendly engagement the digital directories have been an advantage to the interactive environment."

INTELLIGENT DESIGN DRIVES DESIRED OUTCOMES

smartLINK's SkyOS platform is an all-in-one, web-based mapping, content management, and data insights platform for interactive signage. At MDD the experience consists of four main interfaces: the ad loop, home screen, location finder, and map.
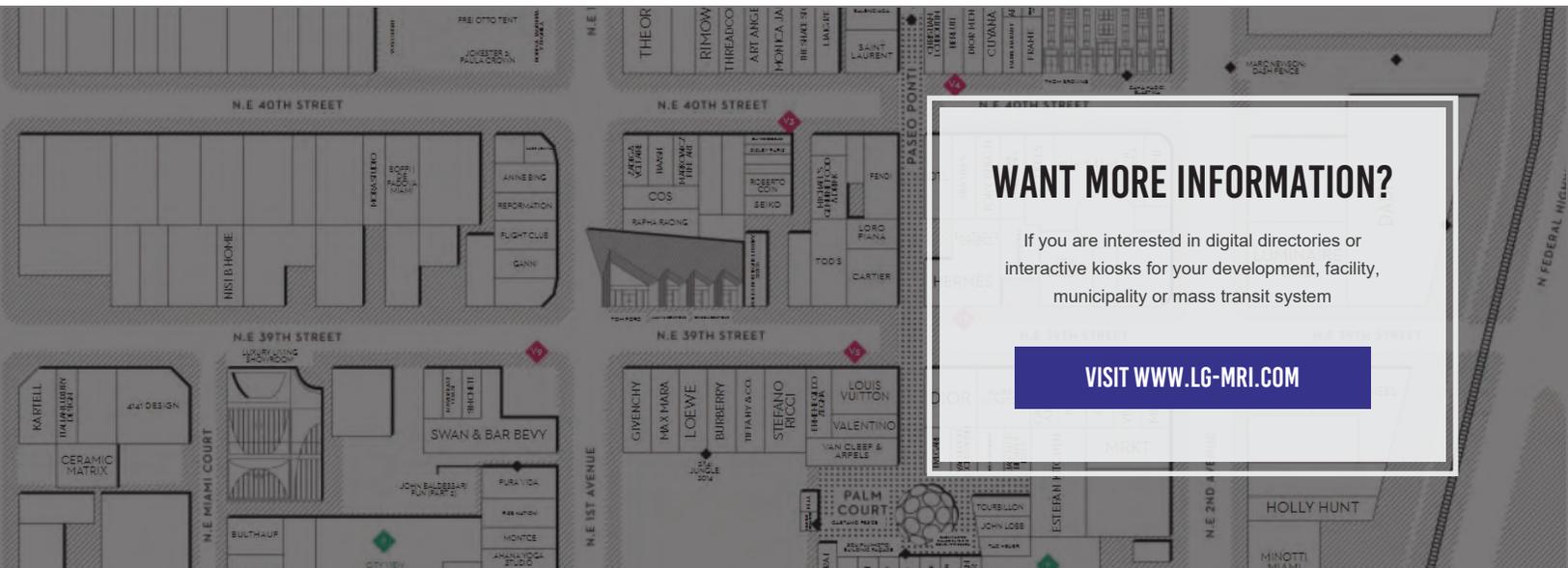
Ad Loop: screen time is sold to media buyers which helps monetize the directories. Digital inventory is also reserved to highlight works of local artists.

Home Screen: primary navigation to other features within the directory app including shops, restaurants, amenities, parking, event schedules, selfies, and a general search function.

Location Finder: smart filters provide additional information about places of interest and show where on the property they reside.

Map: a 3D map shows a user's current position and walking directions to a specific location. Full 3-axis tilt and zoom controls make the map feel and behave like the maps commonly used on mobile devices.

More important than the ability to customize colors, iconography, and tenant details is that when people use the smartLINK kiosks they feel responsive and intuitive. With an average user session lasting between 20 and 30 seconds, Miami Design District has achieved their goal in making the digital directories an integral part of the interactive neighborhood.

WANT MORE INFORMATION?

If you are interested in digital directories or interactive kiosks for your development, facility, municipality or mass transit system

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