

LIVEWIRE DIGITAL

CASE STUDY | Washington Mall



THE POWER TO CONNECT

Kiosk Solutions Digital Signage Mobile Apps Remote Management

www.LivewireDigital.com

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**IMPLEMENTATION
FEATURES**

User Functionality

- ✓ Shoppers' ability to easily navigate store locations, hours, specials and other key information via touchscreen technology
- ✓ Mall management's ability to easily update information about the facility, special events and other important shopper/tenant information anytime from anywhere

Software Implementation

- ✓ Livewire Enterprise Suite
- ✓ Livewire eConcierge® Add-In
- ✓ Livewire Digital Signage Add-In

Hardware Implementation

- ✓ Steel kiosk enclosure
- ✓ Industrial-grade, fanless computer
- ✓ 42" LCD touchscreen

Client Benefits

- ✓ Increased revenue from customers who find stores faster and more easily
- ✓ Memorable, hi-tech customer experience positions Washington Mall as a technology leader
- ✓ Livewire's 24/7 remote monitoring, support and real-time report access

The Client

Washington Mall is Bermuda's premier office and retail complex with more than eight restaurants and 41 shops. It is home to 23 corporate entities. Located in Hamilton Bermuda, this expansive and growing site is owned by Washington Properties (Bermuda) Limited.



The Challenge

The complex covers two floors in four adjacent buildings. Washington Mall desired a wayfinding mall directory with interactive concierge and promotional capabilities.

The Solution

Livewire was engaged by the hardware vendor to provide the software solution for the Mall's multiple wayfinding directories.

The Livewire solution incorporates an easy-to-navigate, multiple-floor interactive map that is searchable by category, store name or store number. By clicking on a store name or number, a visitor may access basic store information including hours, mall location and more.

As Washington Mall continues to grow, Livewire will expand its digital solutions throughout this Bermudian facility.

Livewire...

Software Solutions that give you the **POWER TO CONNECT.**

