The Amazingly Easy Way to Set up Interactive Displays and Information Points

- **No programming**

- **No need for special content**

- **No need to hire outside specialists**

Educate, entertain and excite **with interactive multimedia pods. They are among the most versatile and effective ways to engage with visitors.**

By dramatically reducing their cost and complexity, InfoAktiv has made the benefits more accessible than ever before.

Overview

InfoAktiv's software is a breakthrough in providing interactive displays and information points. It automatically creates attractive and involving touch screen displays from information you already have. Static information becomes customer-driven and dynamic. Your audience can explore information and take digital copies of what interests them. At the same time, you gather feedback and insight about your visitors.

How Easy is it?

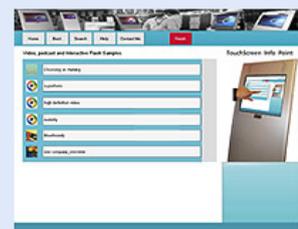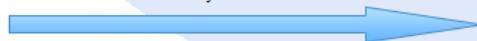Anyone who can use Windows can set up an InfoAktiv information point.
To create an attractive and involving display you simply copy your existing material into the InfoAktiv system; - information sheets, videos, presentations, sound tracks, animations and more.
It immediately brings them to life by automatically building secure touch screen menus to display the information to the public.

Amazingly Easy to Use

Select an ordinary Windows folder containing common file types and InfoAktiv creates display screens automatically.

If you want to add your own background graphics or set questions for visitors to answer, this can be done in minutes with InfoAktiv's 'Content Manager' program.

Benefits Checklist

Compared with conventional media, the benefits of using InfoAktiv can be enormous. Check which benefits could apply to your organisation and audience:

- ☐ **It's more effective and engaging.** Formats such as video convey messages much faster and better than print. Using sound, vision and touch enables you to appeal to visual, audio and kinaesthetic learners.

- ☐ **Increase the usage, retention and circulation of your information.** People take it in the best format to use, store and share. On average, they share digital information with 2-3 others. In the case of teachers, this multiplier can benefit hundreds of pupils.

- ☐ **Generate valuable management information.** InfoAktiv can gather data about who visited and what they learned, thought and were interested in.

- ☐ **Build ongoing relationships with your visitors.** Continue a dialogue long after their initial visits using the details and permissions to contact they volunteered.

- ☐ **Save money and reduce wastage.** You don't print, transport, store and throw away physical literature.

- ☐ **It's fast and flexible.** A display can be set up and modified in minutes, and you don't even need to be in the same town to do it!

- ☐ **Remove any restrictions on the quantity of information you can have available.** Have everything a visitor might need and allow them to drill down into as much detail as they want.

- ☐ **Support marketing initiatives** such as 'cross-selling' other attractions or exhibitions and recruiting new friends, volunteers and sponsors.

A one-time investment in InfoAktiv keeps delivering these benefits for years - at a fraction of the cost of less effective communications.

To find out more or try InfoAktiv

The best way to understand exactly what InfoAktiv does, and to decide if it is right for you, is to see it in action.

Please contact us now and we'll be delighted to give you a demonstration. It will only take a few minutes to set up and we can do it at your own desk.

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