

How Can Information Kiosks Help Your Business?

Information Kiosks have changed the way brands interrupt shoppers and interact with them. The conversation is now a two-way dialogue with customers being able to seek out the information they need and brands being able to push the information they want to them to see.

1. Information Kiosks by the Numbers

The Information Kiosk industry has been growing at a 40 percent annual growth rate, and the prediction is that 22 million Information Kiosks will be active by 2015.

2. Global Market

The global market for Information Kiosks will grow from nearly \$1.3 billion in 2010 to almost \$4.5 billion in 2016.

3. Global Media Exposure

The average global consumer was exposed to various Information Kiosks for 14 minutes per week in 2013, a 75-percent increase from only eight minutes in 2007.

4. Fastest Growing Ad Medium

Information Kiosks are the world's second fastest-growing ad medium, digital signage is number one.

While the U.S. remains the world's largest Information Kiosks market by revenues, it ranks fourth in consumer media exposure behind Australia, the U.K. and Canada, all of which have high concentrations of people near a major metropolitan areas where most information engagement occurs.

Type of Consumer Engagement Via Information Kiosks:

- Engage Your Organization
- Social Listening
- Buyer Interviews

5. Helping Businesses

As a business owner, Information Kiosks give you exceptional freedom and flexibility when it comes to getting noticed. Point-of-purchase advertising has never been more important than today.

Information Kiosks can add vitality and energy to an environment and have the ability to reach people with a message relevant to their location at the office, on campus, or the airport.

6. Getting the Business Message Out

Information Kiosks can fulfill a variety of communication objectives: branding, merchandising, promotion, education, information, wayfinding, and entertainment, as well as employee and customer communication.

Information Kiosks are like having your own TV channel that only presents relevant information about your company and its audience. It gives customers unprecedented access to whatever they're looking for in your store.

Information Kiosks are great for the following applications:

- Retail
- Hospitality
- Casinos

7. Size-up

One size doesn't fit all. You'll want to consider appropriate size integration into your Information Kiosk. Based on your objectives, the outcome could be a single screen in one location or dual-screens in multiple locations.

- Screens can be updated from a remote location.
- Screens can also include live news or weather feeds and provide interaction with touchscreens or mobile devices.

Build Your Own Machine

Within the kiosk industry, Olea Kiosks is known as the "go to" company for beautifully designed custom kiosks. With decades of experience on hundreds of custom projects, placing over 10,000 of our custom kiosks out in the field, it's easy to see why Olea handles as many custom projects as it does.

Taking into account the attention to detail that we possess, the amount of creativity that our designers show, and the amazing turnaround that our staff provides, there is no doubt that Olea Kiosks will produce a successful custom kiosk solution to fit your company's needs

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