

ETTRACTIONS.COM EXPLOREBOARD TOUCH SCREEN FUN, MODERN & EASY TO USE!

The Context

There are few hotel lobbies in the world that do not feature a selection of brochures, providing information about local attractions – what they are, where they are, when they’re open and so on. It’s a service greatly valued by hotel staff and guests alike.

CTM Media Group’s business is providing those brochures. However, the company wanted to offer an alternative way for tourists to get the information they wanted – a way that reflected the changing ways in which consumers seek information. Offering a complementary digital service would do this, and would open up new opportunities for CTM in markets the company had not previously penetrated.



ExploreBoard Touch Screen in Copley Boston

The Challenge

CTM faced a number of challenges. The first was to devise a digital solution that would deliver the primary benefits of the traditional brochure-based solution. The digital solution should appear as comfortable and familiar as brochures. It should be as intuitive and easy to use as simply selecting the appropriate brochure. And perhaps most importantly: the information provided by the system should be as portable as a brochure, allowing a guest or visitor to take it with them. The second challenge was to respond to the growing sophistication of consumers. Cellphones and tablets, for example, now routinely feature a touch screen interface, and this is, for many, the preferred way of interacting with technology.

The third challenge was to create an appropriate linkage between the kiosk user interface and CTM’s extensive database of digitally stored content.



ExploreBoard Touch Screen in Mave Hotel – New York

The Solution provided by ComQi

After an exhaustive evaluation of the alternatives, CTM turned to digital signage company ComQi, and ComQi’s Engage content management system. Engage is a sophisticated planning, distribution and management service for digital signage networks that represents a



ExploreBoard Touch Screen in Sheraton Gateway Hotel in Toronto

decade of development and deep, direct industry experience, a wide breadth of capabilities and an open architecture that allows users to customize the solution for their needs. Just as importantly, though, ComQi stood ready to provide the in-depth consultancy and support that would help CTM rise to the challenges of replicating its brochure-based business in digital form, and to get it to market as quickly as possible. ComQi worked with CTM to provide the Flash-based user interface that would ensure that the digital solution was as intuitive and easy to use as a brochure-based system. A ‘home screen’ would allow the hotel guest to readily identify the kind of information he/she was looking for without having to “drill down” through a series of menus. In tandem, the guest could quickly access additional levels of detail through the simple ‘Play, Eat, Shop, Stay categories. ComQi was also able to help CTM leverage the inherent flexibility of the Engage API (Application Programming Interface) to link the information kiosk to CTM’s Ettractions.com database. CTM’s new digital solution - which complements its brochure-based solution – is known as the Ettractions.com ExploreBoard. As well as being simple and appealing to use, it provides an important additional feature: the user can request information to be sent via email or sent to a mobile phone via mobile tag scanning, thus replicating the portability of brochures.

The primary interface to the Ettraction ExploreBoard Touch Screen is a 42” NEC display. By allowing users to interact with it in the same way as they are used to interacting with their mobile phones or tablets – via touch – it fulfills their expectations, further improving their experience.

The Benefits

The Ettractions.com ExploreBoard has already proven to be a significant success for CTM, taking the company into the foyers of prestige hotels like the Sheraton in Toronto and the Midway Airport Chicago. Guests like it because it enables them to maximize the value of their stay – and hotels like it because it assists hotel staff in providing meaningful and fun information to their guests, and because the high technology solution enhances the perception of their facilities.

For More Information

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