



OXFORD CARTOGRAPHERS

Digital Town Centres

Robin Bennett. Commercial Manager. CHK Group.



Who are we?

- CHK Group
- Oxford Cartographers
- FWT
- CHK America



What do we do?

- Information Designers
- Wayfinding
- Mapping
- Interactive Mapping
- Mobile Apps
- ePaper
- Kiosk Software

Kiosk Software

- Geo-referenced advertising providing directions to retail outlets and attractions, with uniquely identifiable special offer codes;
- Measure footfall and visitor behaviour in key strategic parts of your town centre;
- Promote tourist attractions with itineraries varied by day, time and weather conditions;
- Relay real time public transport information, and allow multi-modal local journey planning;
- Communicate directions direct to your mobile device to assist you in finding your destination;
- Provide full accessibility options as well as NFC payments.



A Bournemouth Example

The Bournemouth Air Festival

- Large visitor numbers to Bournemouth beach,
- A significant drop in town centre and retail footfall,
- Reciprocal advertising on kiosks based in both the town centre (in the lead up to the festival) and on the beach (on the days of the festival) could prove mutually beneficial to both locations throughout one of the busiest weekends of the year,
- Discount and promotional messages could help drive numbers in to the town centre (e.g. Free Starbucks Coffee with your Air Festival ticket).

connectpoint®

Bus & Rail Routes



Plan Your Trip



2

Mobile

Journey planning results are sent directly from the kiosk to the user's mobile device, via text or email.



1

Kiosk

Instant access to real time departures, bus & rail routes and journey planning through a clear, intuitive touch-screen interface.

Next Departures



FWT



3

ePaper

Remotely present relevant and timely travel information direct to your stops, without the need to update traditional printed information.

