

# Transform mixed-use developments into connected communities.

Use case

Learn how digital kiosks can help property managers enhance resident and visitor experiences.

## Challenges

Often viewed as cities within cities, mixed-use developments can bring a lot of life to a city center or block. They can be busy hubs for retail, residential, commercial and cultural activities, and support a complex blend of restaurants, retail outlets, office buildings, theaters, apartments and more.

Efficient communication and hyperlocal marketing can be key to the successful management of mixed-use developments, and in helping people feel informed and comfortable where they live, work, shop and play.

**Interactive wayfinding on digital kiosks in mixed-use developments can help optimize communication and traffic flow.**

## Solution

Digital kiosks in areas with high foot traffic can benefit residents, business tenants and visitors alike by delivering essential information and services. A network of strategically placed interactive kiosks can help mixed-use developments:

- **Strengthen community** – by promoting local businesses and events
- **Improve communications** – by providing wayfinding, public transportation and weather information, and more
- **Enhance safety** – with emergency alerts and quick connectivity to emergency services
- **Keep people connected** – by providing free Wi-Fi and local calling when those services are available

With a network of digital kiosks, development managers can deliver hyperlocal information guiding visitors to shops and

restaurants, helping residents discover new services and keeping transit users informed. Kiosks can also boost revenue for developments by providing a unique, flexible and interactive digital signage platform for local business advertising.

## Gather data and keep kiosks running smoothly.

A network of digital kiosks gives property managers and developers access to data, so they can make better-informed decisions. Using a unified dashboard to oversee communications across all kiosks, managers can:

- Publish content quickly
- Remotely monitor traffic flow and kiosk dwell time
- Review user experiences and operations
- Analyze system-wide health data

When placed outdoors, digital kiosks are designed to withstand extreme temperature ranges, vandalism, weather, power washing, and other wear and tear. Plus, with embedded cameras and an array of environmental sensors, they can enable property managers to monitor surrounding areas to help improve safety and awareness, as well as system performance.

**With an integrated communications strategy, managers can use digital kiosks to keep people informed and engaged.**

## Learn more:

For more information about how digital kiosks can captivate visitors and residents in mixed-use developments, visit [verizonenterprise.com/digitalkiosks](http://verizonenterprise.com/digitalkiosks) or contact your Verizon business specialist. Please note: Verizon will refer any kiosk opportunity to a partner.

