



Animated signposts that point you in the right direction are now a reality.

Click the link to see Europe's most engaging precinct signage idea in action.

[CLICK HERE](#)

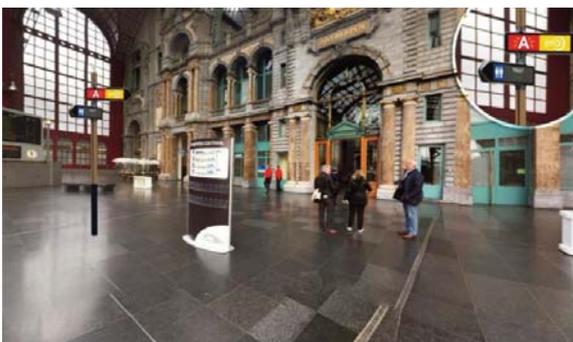




Imagine a signpost that actually points to where you need to go. Many fantasy writers have described such a sign over the years but now technology has made it a reality. So why not add some playfulness to your public spaces to improve your visitor experience, not just directing them where to go but providing the details of what they can find when they get there?



Follow the signposts. One leads to another.



Deployment is successful both outdoor and indoor.

A CONNECTIVITY INFORMED DESIGN

1.2 billion smartphones were purchased last year

There will be **200 billion** connected devices globally by 2020 (Source: Gartner – 2014)

20% of people own at least three screens. (Computer, phone, tablet)

Today's smartest signage technology recognizes the reality above and harnesses its potential. With the iGirouette® signpost you can not only display on the sign itself but you can also supply more detailed information in a form that people can take with them as they go. This information can include local history details, event information, as well as additional locations that might be of interest.

Each signpost can deliver such detailed information to passersby on their mobile device (smartphone, tablet or laptop). It might deliver details relating to a tourist precinct, a shopping centre, local services, amenities, transit points and businesses, or a special event like a university open day. It's whatever story you want to tell.

Once they engage with the iGirouette® signpost, visitors can have their selected destination geo-located and directionally displayed in real time. This means the sign will point to whichever point of interest the visitor has nominated. It can also display the distance entailed and estimated travel time.

A single sign can display details for as many destinations as desired, and advise if the route is wheelchair friendly. It can also be scheduled to display messages and destinations of your choosing in real time. Signage display content can combine text, logo, animation and google data. The download data, on the other hand, can be as detailed as you like.

Operation is highly adaptable. As an "internet of things" object, the iGirouette® signpost can be monitored and controlled from a distance via a wired network or a mobile connection. It is therefore very easy to administer.

What the iGirouette® signpost does for a precinct is far more than giving directions. It encourages visitors to a higher level of engagement via their mobile device. It's one thing to create an informative app on a precinct or event, but it's quite another to get visitors to download it. The iGirouette® signpost provides all the incentive needed, because visitors always want to see it in action. The iGirouette app can be downloaded on location via a QR code or in advance from a website visited prior to arrival at the precinct. If the latter, and if they select their destination beforehand the sign will recognize them when they approach and point them in right direction without the phone coming out of their pocket. It's a 'Harry Potter' moment that will give your visitors a buzz.

Enabling spaces to better engage with people

Smart cities, campuses and shopping environments all have a vested interest in enabling their public spaces to better engage with the public. If a space has a story to tell, you need to be able to tell it. Usually there is a wealth of information already prepared. The challenge is in getting it into visitors' hands. Examples of such existing assets might be vicinity specific transport timetables, bike paths, event calendars, and so on. Or it might be social media feeds, restaurant reviews or exhibitor details.

The iGirouette® signpost is the means by which such information can be readily imparted. It should therefore be of great interest to urban planners, landscape architects, local government, universities, shopping centres, tourist centres, theme parks, zoos, museums, galleries, transit authorities, event organisers and anyone else responsible for a content rich public space.

How iGirouette® signpost works when visitors want detailed information to take with them

Visitors download the relevant app either online or via the QR code on the iGirouette® signpost mast and connect. What they need to know about the event or locality is then made available stored on their mobile device. Once they nominate their destination from the app and click "follow", the sign will give them personalised directions as they approach.



How iGirouette® signpost works when your visitors are looking for a specific location or event

1. They download the App either online or via the QR code on the mast, accept geolocation and connect to the relevant iGirouette® signpost.
2. They select a category from the list provided, for example, shops, bars, hotels, restaurants, live shows, transit points, conferences, nearby attractions, services... Once they choose a destination and click "Follow" – the system memorises them.
3. They leave their smartphones in their pockets.
4. When they approach the next iGirouette® directional sign in the same system, the signpost recognises them and displays their selected location, service or event. The blade then physically points towards their destination, indicating travel mode, time and/or distance.

Customization is made easy

The iGirouette® signpost provides you with a development and programming interface, for auto-monitoring and customization of projects that can connect to your existing information system. This makes the task of creating content much easier. It can also interface with social media.

Multilingual messaging is made easy

Connected to Internet feeds and social networks*, the Girouette® signpost is able to identify languages, and can change messages according to these inputs.

Installation and maintenance is made easy

The iGirouette® signpost is powered by a standard 230v connection and complete remote maintenance is possible. There is a local on/off button inside the mast and the blades are simple to remove and replace if need be.





Product Information

The industrial design of the iGirouette® signpost is by EDDS Design of France and the build quality is of a high standard. The standard configuration comprises of 1 mast and 2 double-sided blades.

- A standard iGirouette® signpost has two double-sided blades rotating around a central axis.
- Each blade has an LED display on both faces.
- Each blade is able to independently position itself within a 360° radius in order to indicate direction and does so within 15 seconds.
- The duration of the message on display is adjustable as is the content
- App downloads are available for Android, IOS and Windows phones (on line or via QR)

Mechanical details are follows:

- Coloured LED displays (4,096 colors)
- Display size: 768 x 192 mm
- Color changing light field
- The blades are thermoformed.
- The mast is shaped in extruded aluminum and in a range of colours
- Overall height: 3,741 mm
- Diameter: 140 mm
- Blade size: 1,010 mm x 275 mm
- First blade is positioned at height of 2,565 mm
- The backlit masthead is in unpolished Plexiglas
- The product is resistant to weather conditions
- The product is made in France

iGirouette®, is a registered product, property of Charvet Industries SA and patented technology.



With its engaging form of interactivity and rich content delivery, iGirouette® creates a better connection with our visitors.



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Enhancing the
human
experience