

Concept for ECE Projektmanagement G.m.b.H. & Co. KG

INTERACTIVE WAYFINDING



ALSTERTAL
EINKAUFZ - ZENTRUM

METROPOLSHOPPING
LIMBECKERPLATZ
ESSEN

SKYLINE PLAZA

MILANEO
immer neues shoppen

MARMARA PARK

OLYMPIA
EINKAUFZENTRUM
MÜNCHEN



LIVE-DEMO

www.g3d.me/to/alstertal
www.guide3d.mobi/100013

LIVE-DEMO

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www.guide3d.mobi/100014

LIVE-DEMO

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www.guide3d.mobi/100019

LIVE-DEMO

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www.guide3d.mobi/100030

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HIGH-LEVEL WAYFINDING

3d-berlin vr solutions GmbH is specialized in interactive wayfinding solutions and develops unique applications with the solutions 'Guide3D' (3D wayfinding) and 'easyGuide' (2D wayfinding) running on multiple devices: kiosk systems, mobile devices, browsers and as printout.

www.3d-berlin.com



PATENTED DE 102008034180 B4

Based on complex three-dimensional networks, the wayfinding system calculates the shortest way from each to every room. Fully accessible and mono-directional ways as well as closed ways are standard features.

PREMIUM 3D-WAYFINDING

Guide3D shows visitors in large buildings and areas the way in a spectacular, authentic and three-dimensional manner. Different perspectives such as the first-person and bird's-eye-view help during the navigation.



ON-SITE INFORMATION AND WAYFINDING

The kiosk systems are placed in highly frequented areas.



MENU

Displays center logo, date and time, quick-links as well as categories

EXPLORATION MAP

Shows all shops on each level to provide an orientation of the mall, including the closer surroundings (e.g. entrances, taxi stand, public transport etc.)



QUICK LINKS

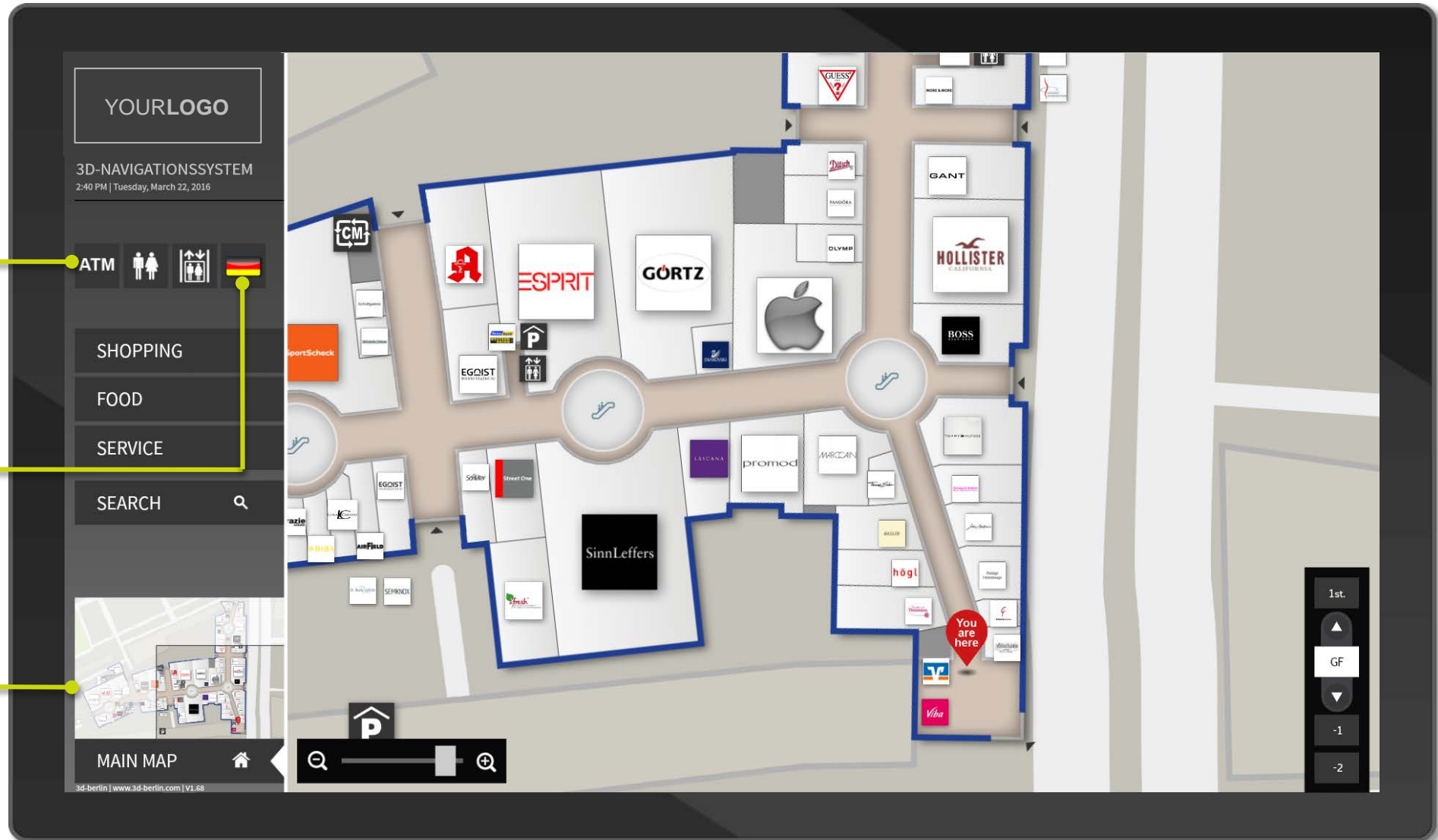
Show the most important destinations

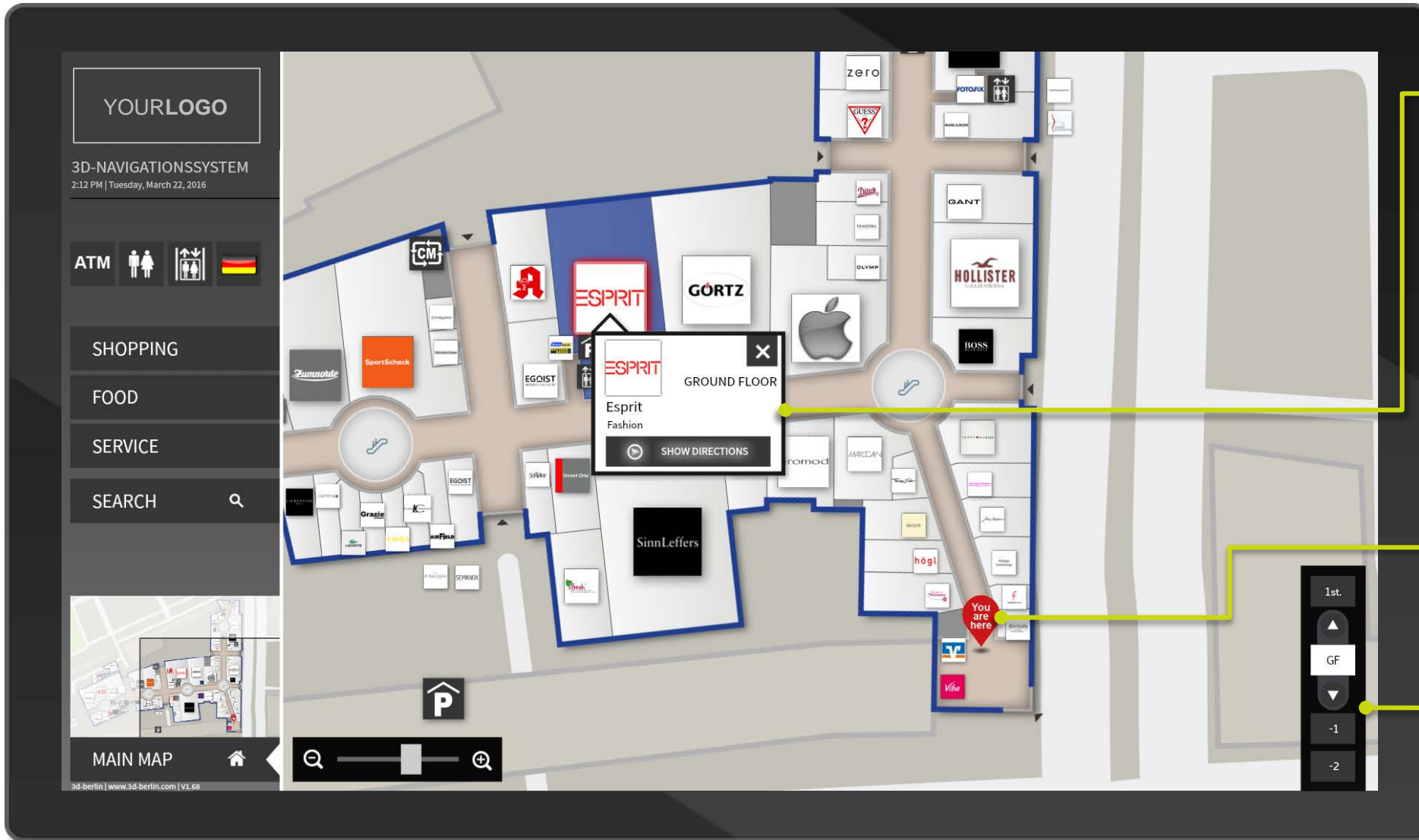
MULTILINGUAL

Switches to different languages

MINI MAP

Displays the selected view



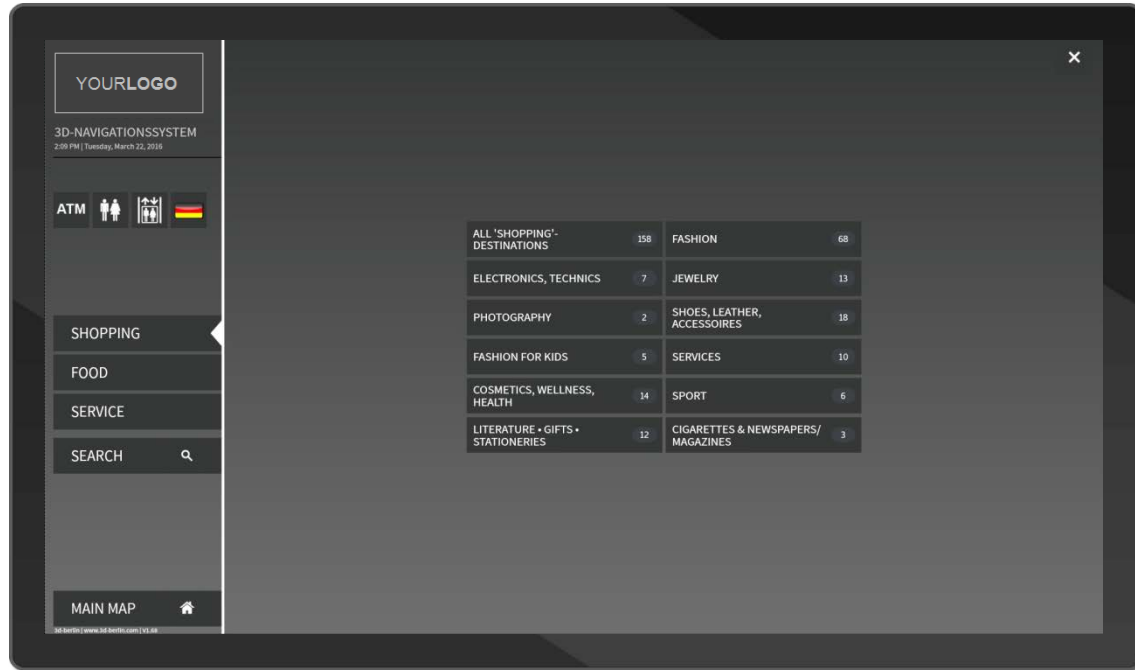


INFO BALLOON
Provides further information and allows to start the 3D navigation

YOU ARE HERE
Highlights the user's location

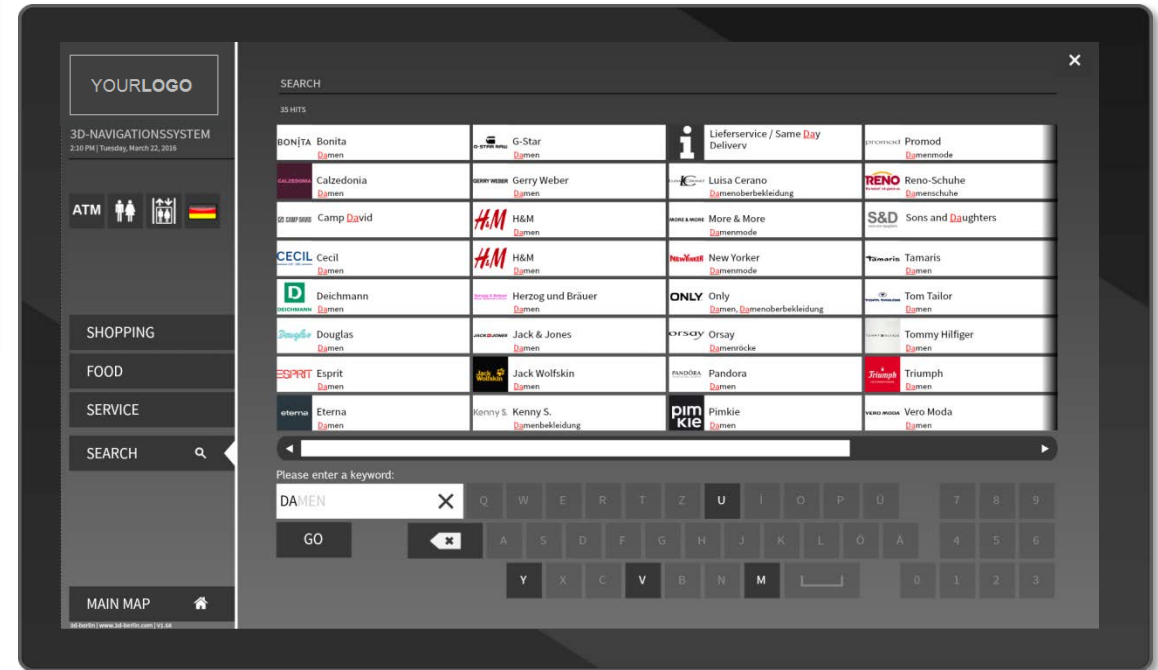
FLOOR SLIDER
Navigates across all floors

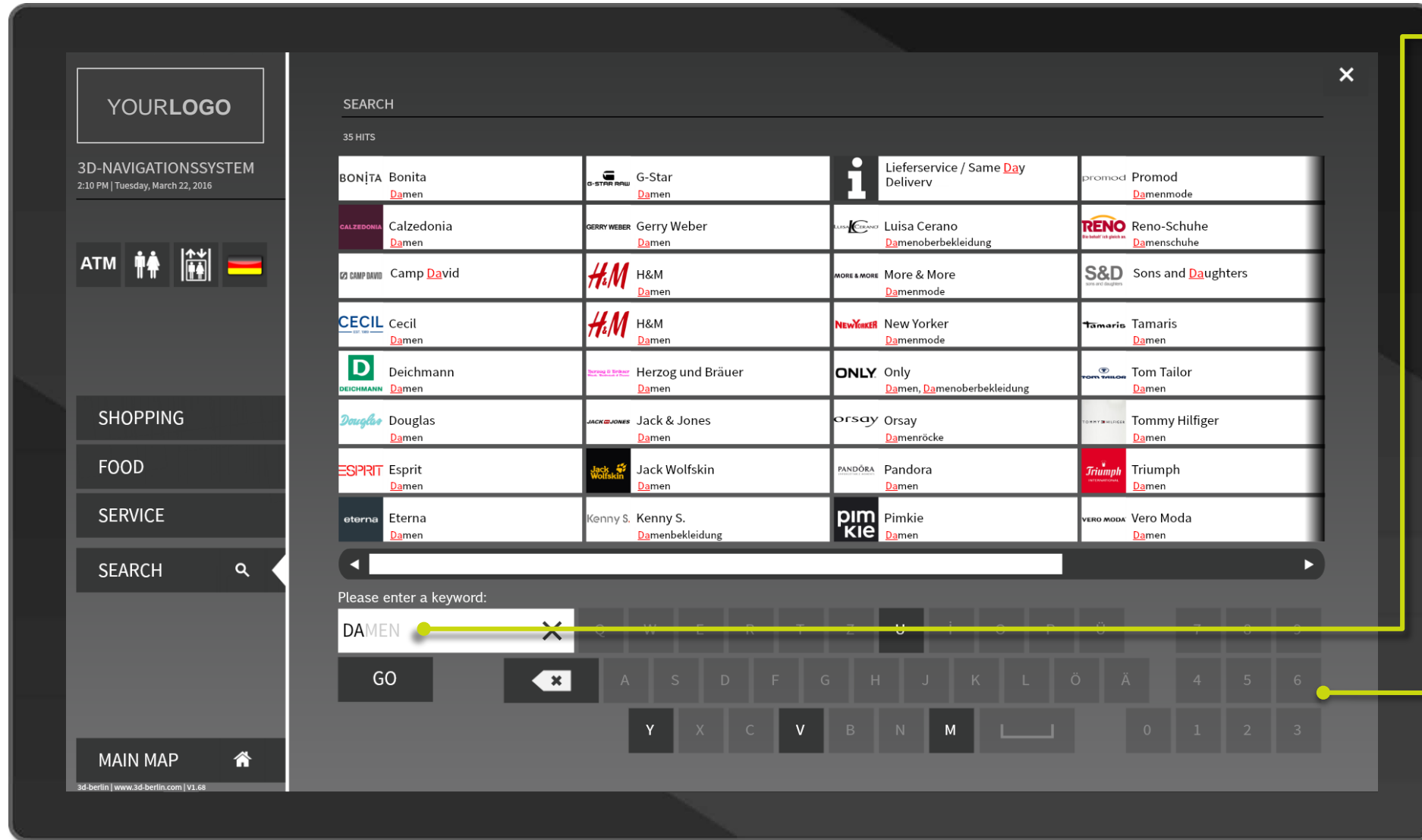




MULTIPLE SEARCH

Finds the destination via search by keywords or categories

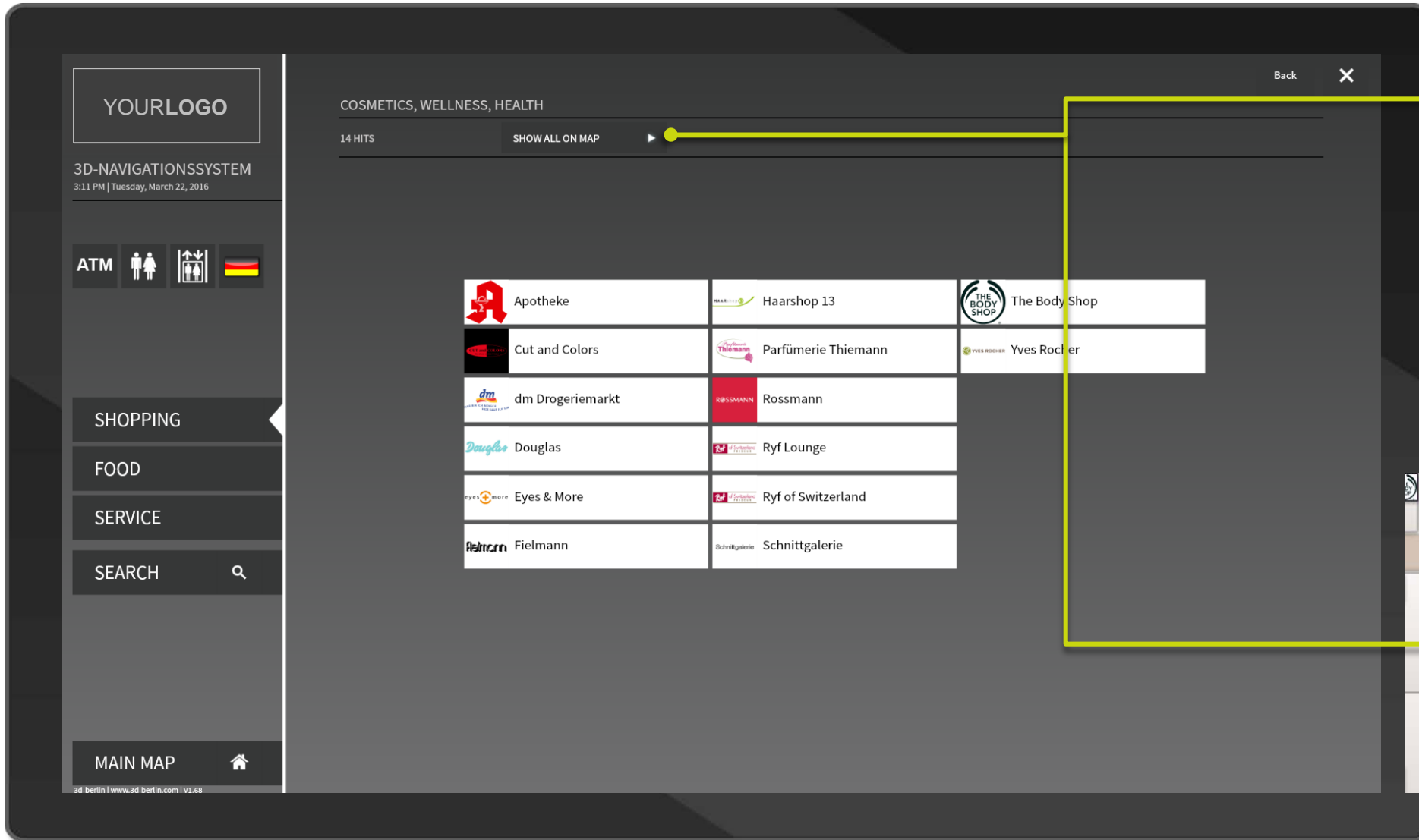




KEYWORD SEARCH
To support the targeted search typed letters are highlighted within shop names and keywords (i.e. products and product groups).

The system supports the user's input via fuzzy search, automated suggestions and an intelligent keyboard.

INTELLIGENT KEYBOARD
Efficient search by reduction of the number of possible letters

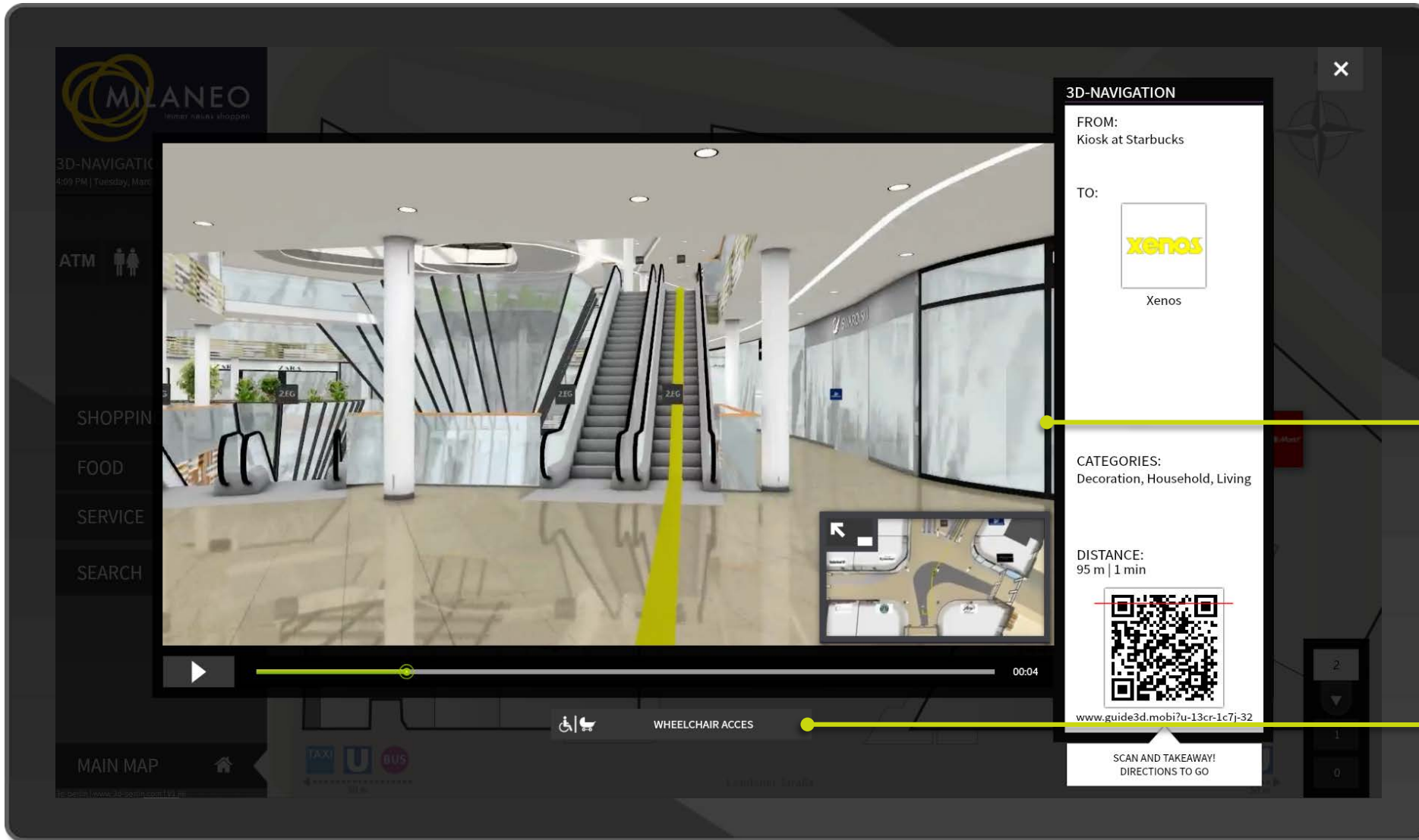


MULTI-HIGHLIGHTING

Destination points of the same category are displayed on the map by clicking on "Show all on map".

The floor with the most hits is automatically displayed.





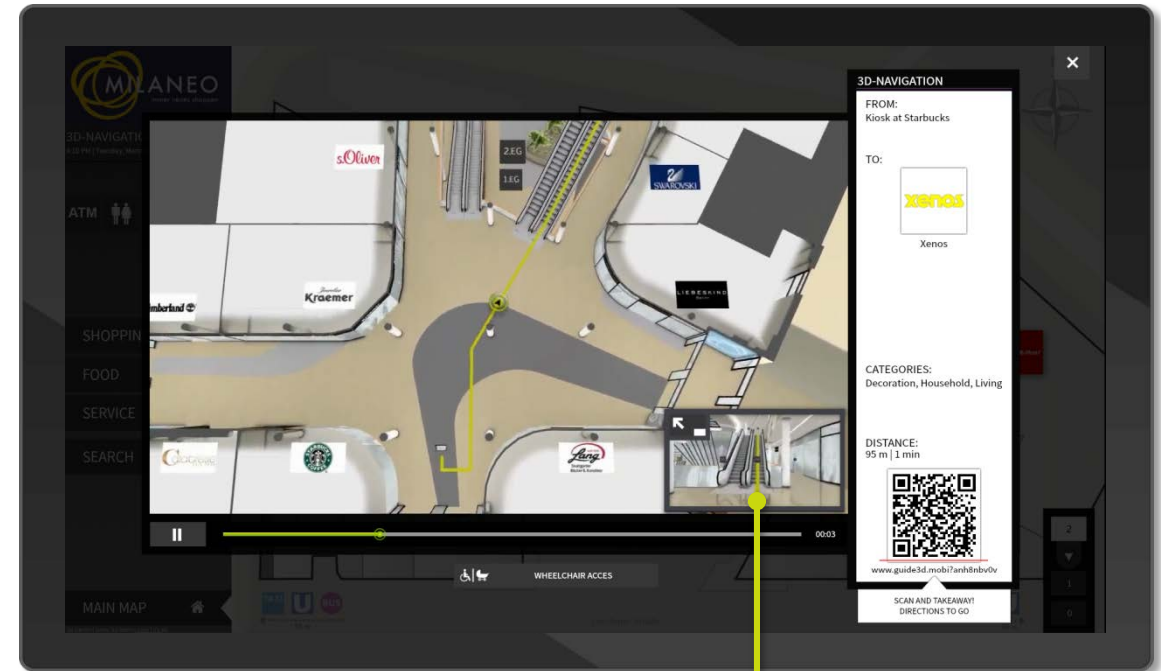
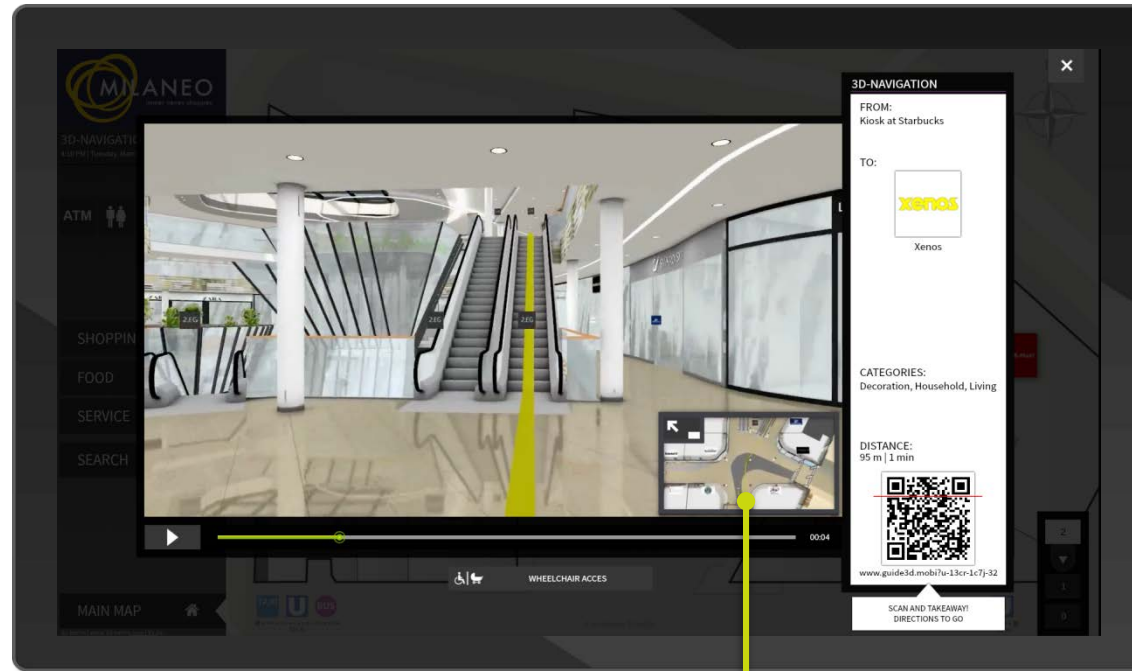
3D WAYFINDING

Shows realistic routing in first-person and bird's-eye-view

ACCESSIBILITY

Shows accessible routes avoiding stairs and elevators





MULTIVIEW

Switches between views by touching the Picture-in-Picture (PiP)





3D-NAVIGATION

FROM:
'Heegbarg'-Entrance

TO:



Budnikowsky

DESCRIPTION:
Jeden Tag Gutes tun.

CATEGORIES:
Accessories, Photo, Gifts,
Health, Cosmetics, Food,
Optics, Jewellery, Stationery

DISTANCE:
61 m | 1 min



www.guide3d.mobi?u-13cr-1c7j-3

SCAN AND TAKEAWAY!
DIRECTIONS TO GO

Departure point

Destination point

Description

Related categories

Distance, estimated time

Transfer to smartphone via QR Code

Tiny URL for smartphone browser

HELPFUL SHOP AND ROUTE INFORMATION

All shop and route
information are
available in the right
column.

WHEELCHAIR ACCES

Londoner Straße



STANDBY-LOOP

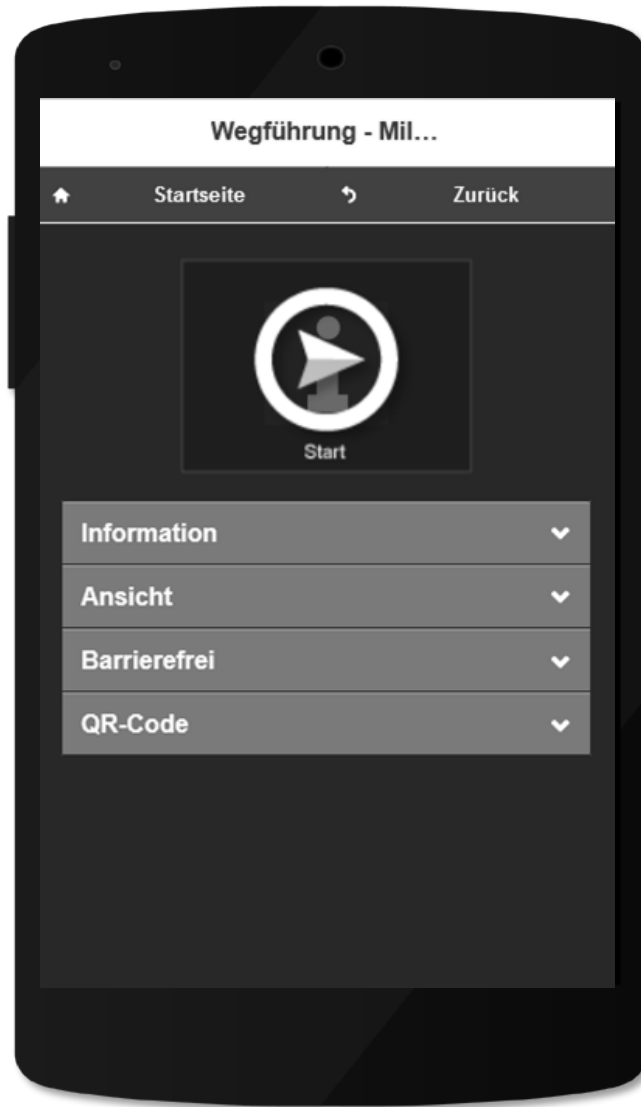
If the system is not in use for 40 seconds an inviting standby-loop is displayed.



MOBILE

The visitors are well informed with the web based app for all smartphones (HTML5), even on the move.

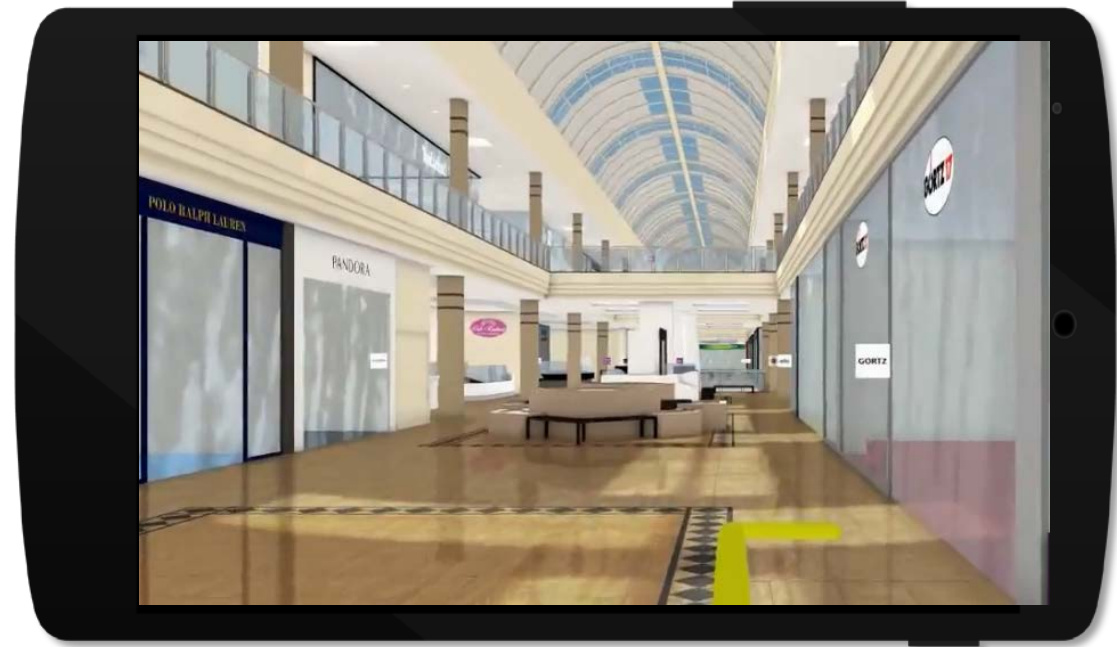


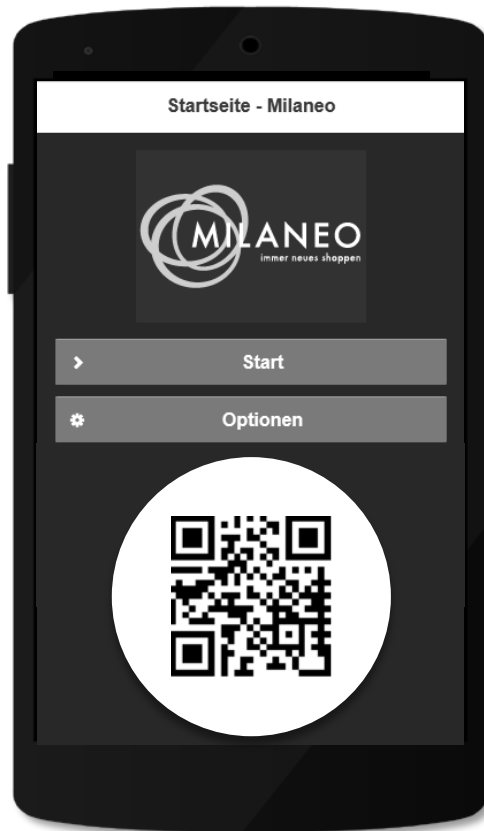


DISPLAYING DIRECTIONS

The user can choose between two different views (first person or bird's-eye view) and between regular or easy accessible wayfinding.

The user then receives extra information and the 3D animation on his mobile device can be started.





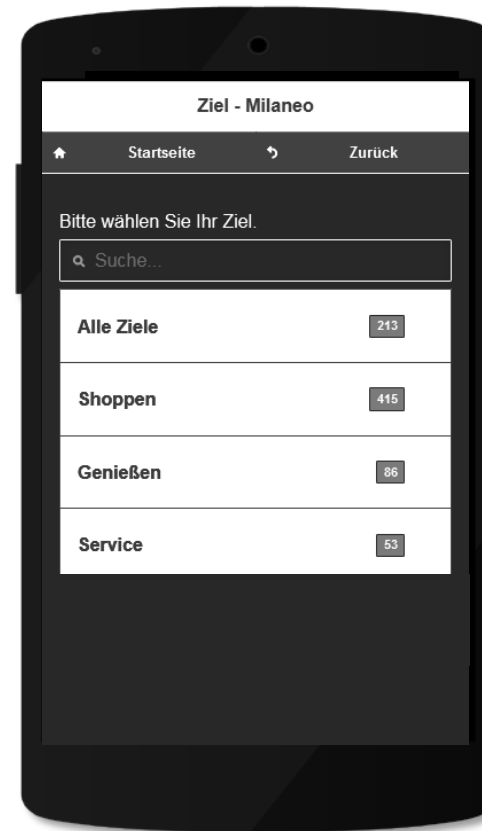
HOME

www.guide3d.mobi/100030



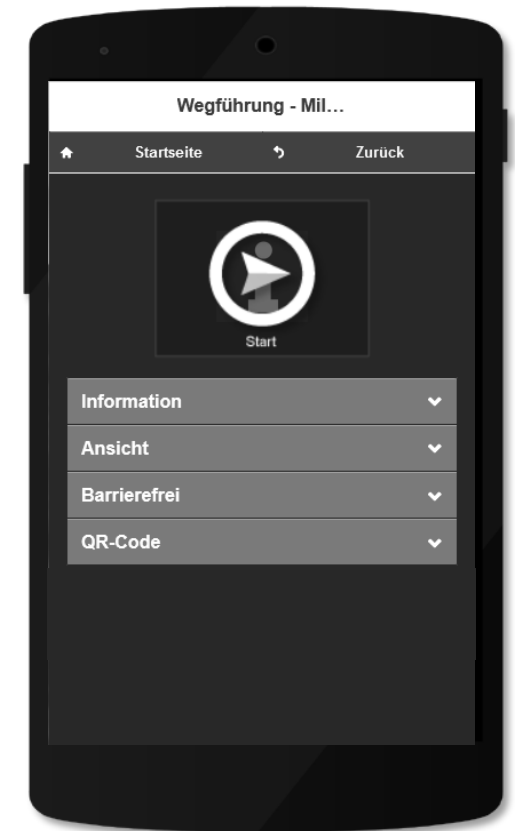
START

The user selects the starting point ...



DESTINATION

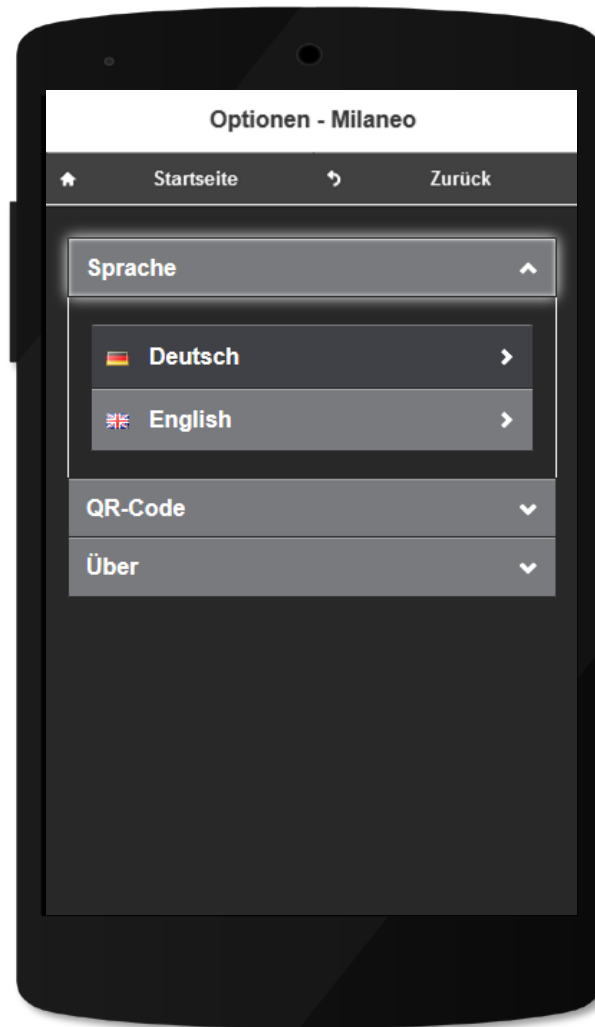
... can find the destination via searching by category or keyword ...



WAYFINDING

...can choose among several options and download the wayfinding animation.





LANGUAGE

The user can adjust the language, if it is not already preset from his browser.



QR CODE

Here the user finds a QR Code that leads to the starting page of the web app.

★★★★ NEW OPTION ★★★★★

BASIC WAYFINDING

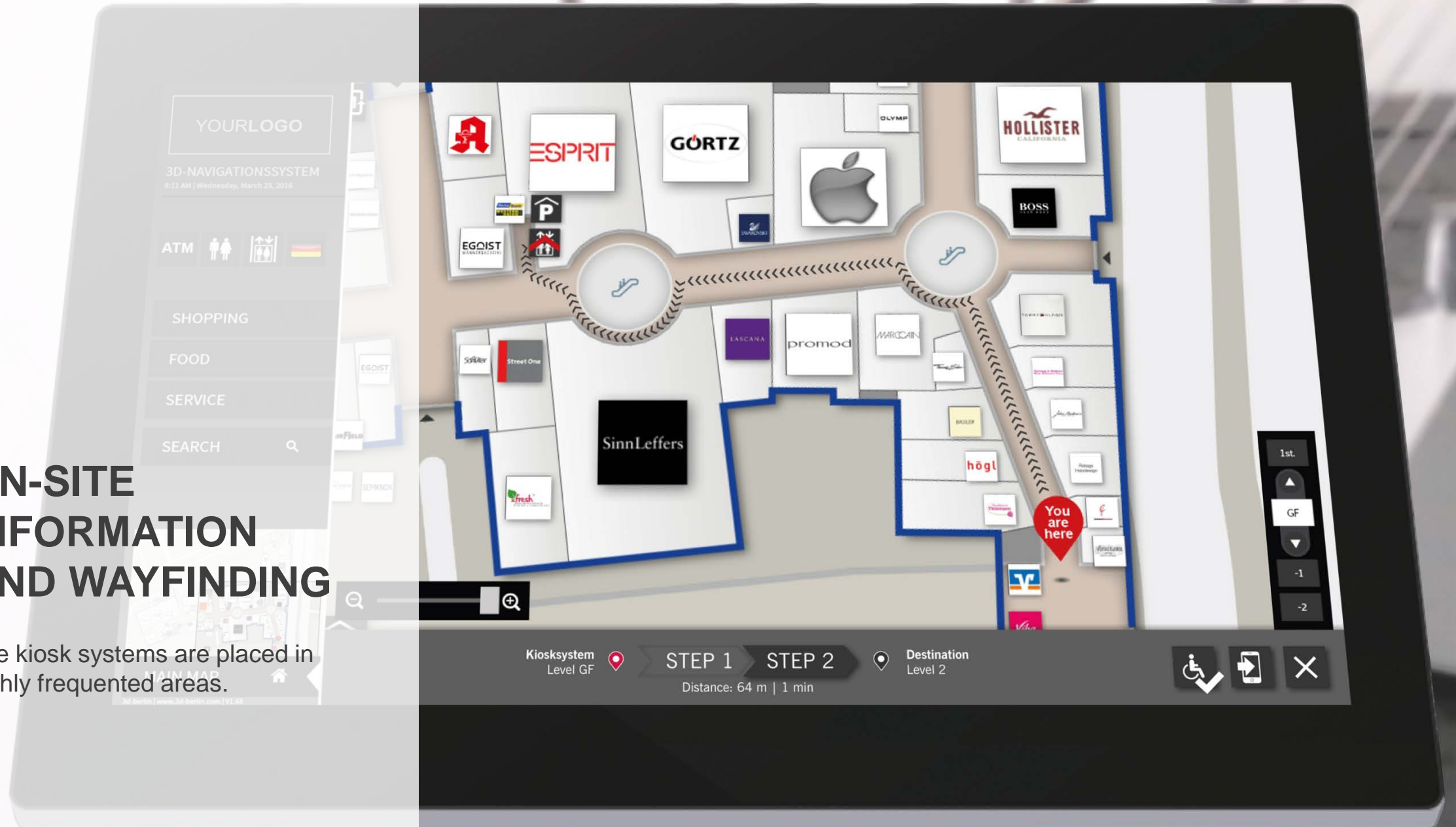
STEP-BY-STEP NAVIGATION

The user interface is the same as the Guide3D interface, but easyGuide displays the path on the map. Step-by-step is ideal for the visitor's quick orientation.



ON-SITE INFORMATION AND WAYFINDING

The kiosk systems are placed in highly frequented areas.





2D WAYFINDING

The animated path shows the way from starting point to destination on the 2D map.

STEP-BY-STEP NAVIGATION

The wayfinding is divided into logical parts. Thus, the navigation across floors is displayed in an easy, understandable and user-friendly way.

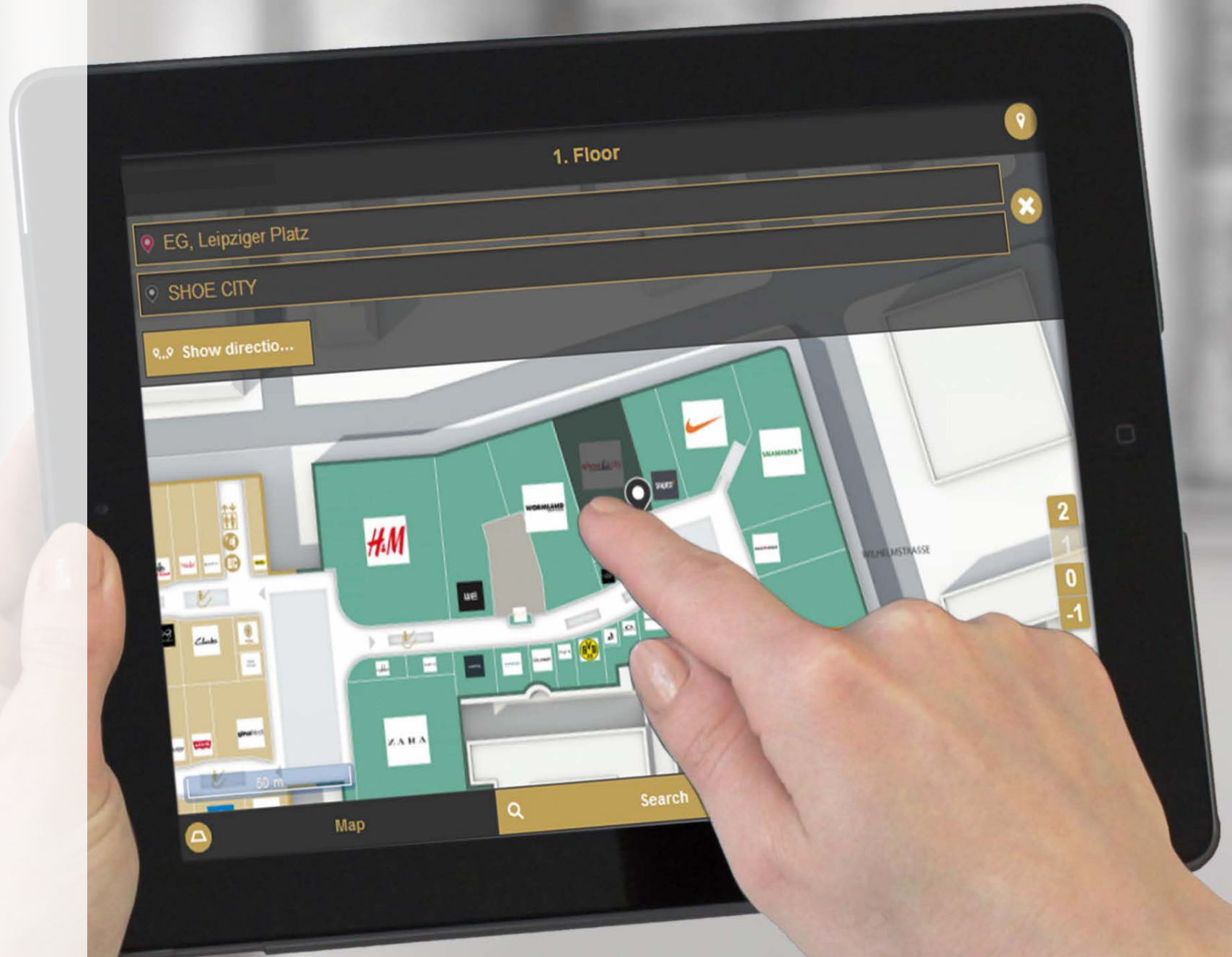
OPTIONS

Here the accessible route is deactivated. The directions are transferred to the smartphone. The navigation is ended.



MOBILE

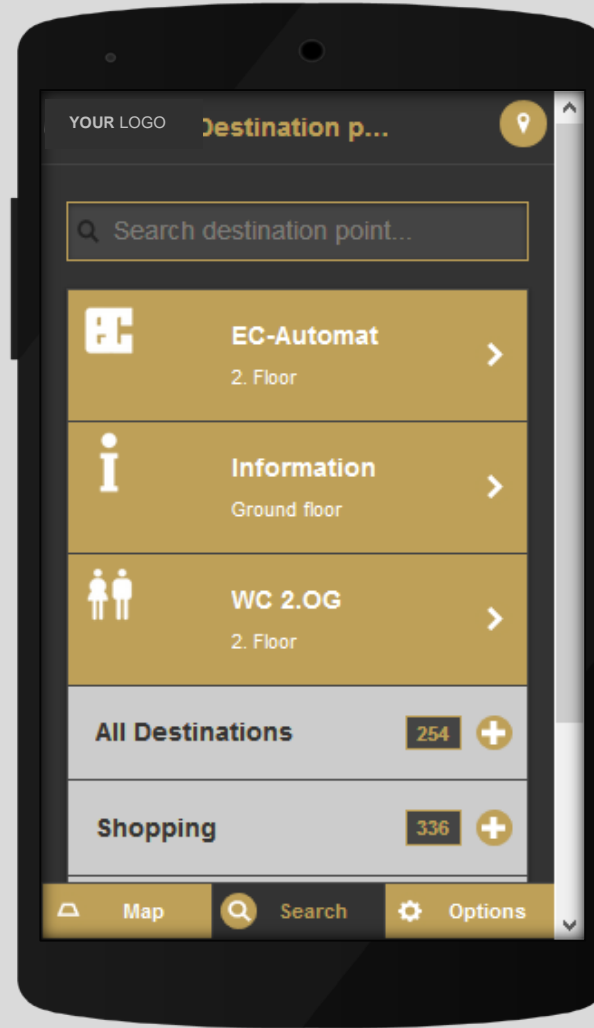
The service is web based (HTML5) and can be used on any mobile device with no need of a previous installation. Thus, visitors are always well informed on their way.





MAP

Serves the building's exploration. By selecting a shop, the end point can be set and the navigation can start.



SEARCH

Selecting a category filters the search entry. In addition, destinations can be found via keywords.



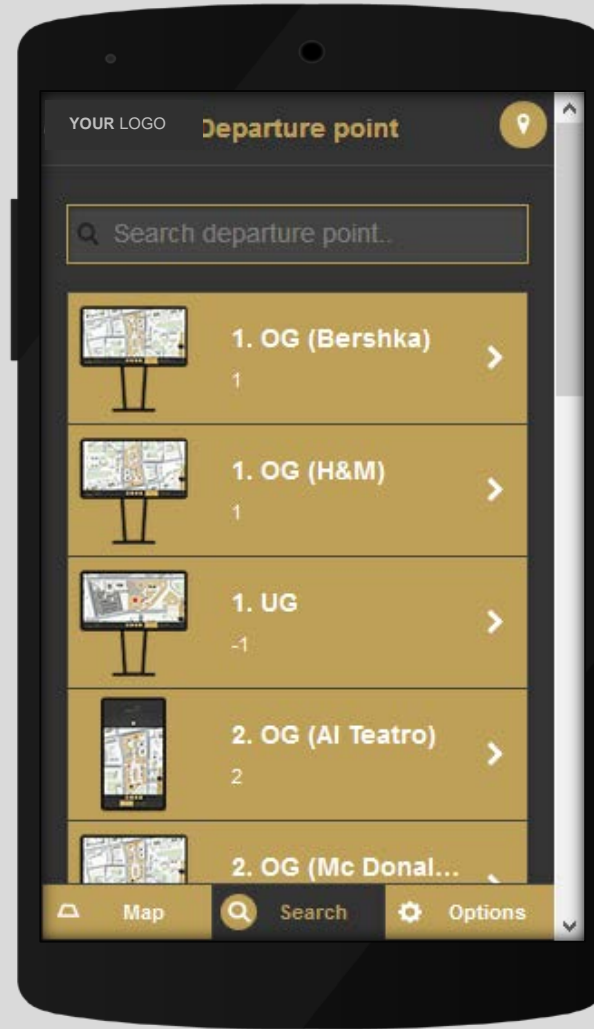
OPTIONS

Sharing the application as well as information on the system



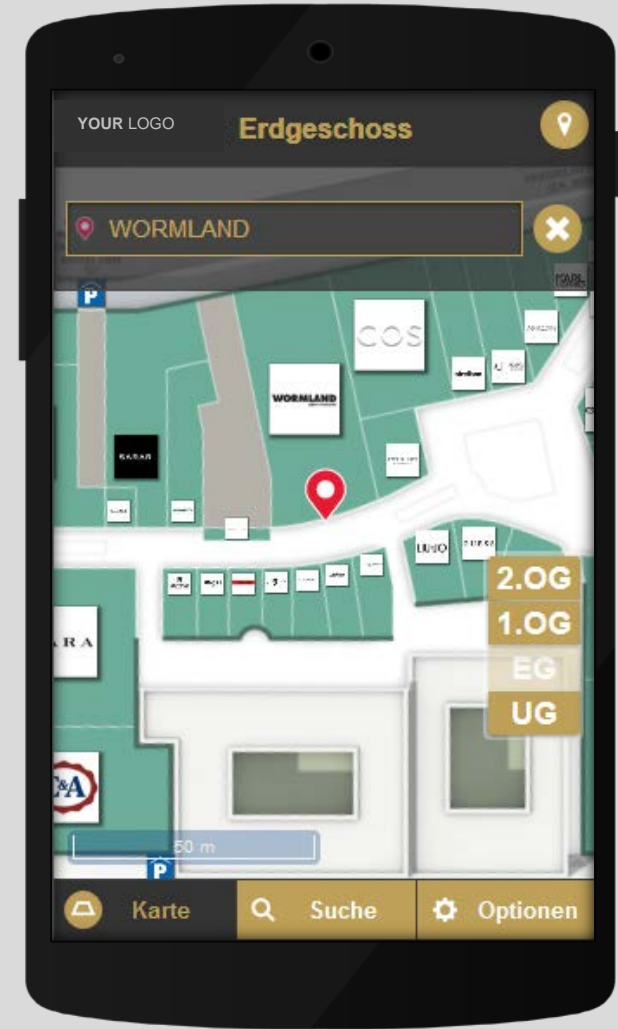
SHOW YOUR LOCATION

By selecting the You-are-here button in the top-right corner the departure point is displayed on the map.



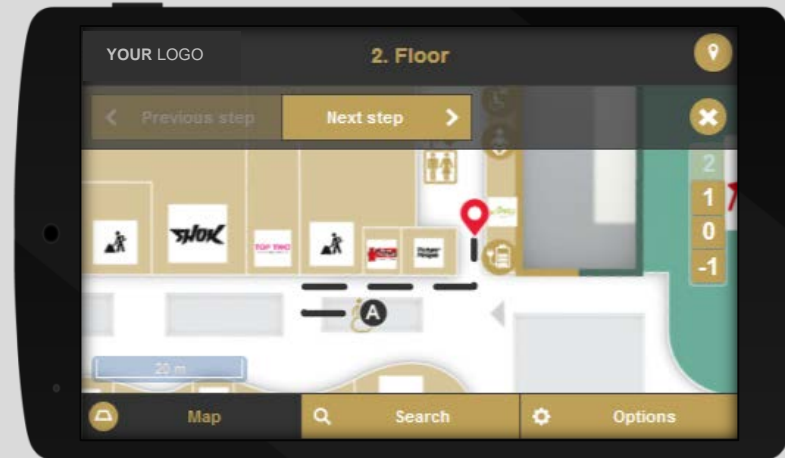
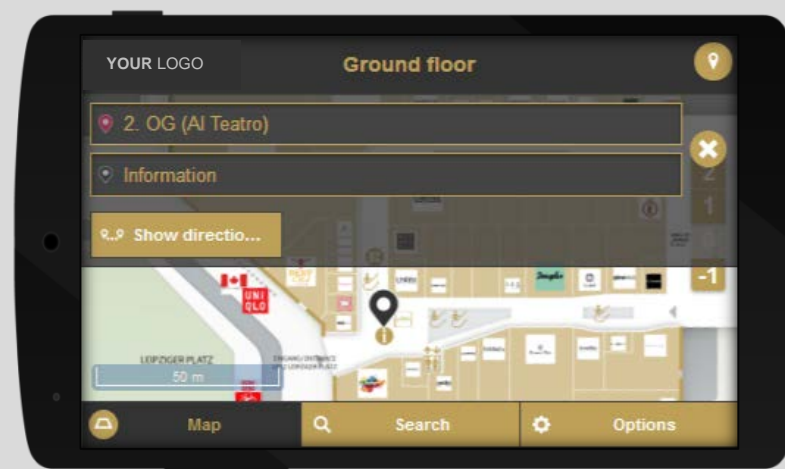
CHANGE YOUR LOCATION

Via a list of entries the departure point can be changed manually. The selected departure point will be displayed on the map.

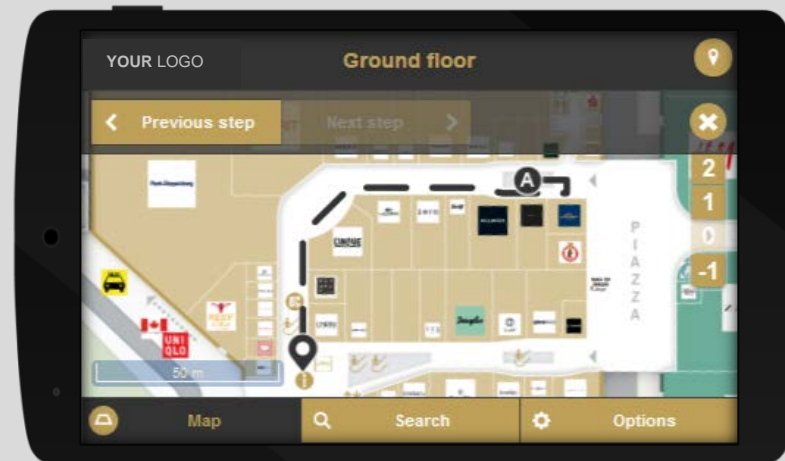


STEP-BY-STEP NAVIGATION

The routing has its own menu. The path sections, covering buildings and levels, can also be displayed consecutively as a step-by-step navigation via the buttons. Floor changes are supported by information which blends in.

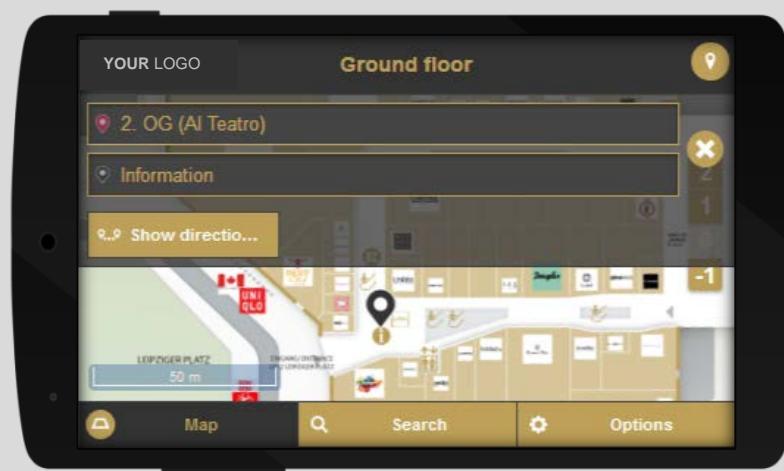


1ST STEP



2ND STEP





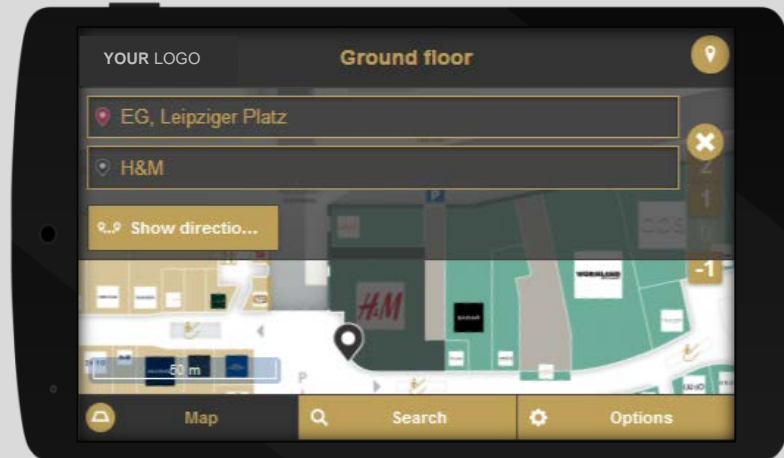
KIOSK TO MOBILE

The ways, which are displayed on the kiosk system, can be transferred to smartphones via blended in QR codes.



QR TO MOBILE

After scanning the QR codes (e.g. at the entries), the user's position is displayed and the destination can be chosen immediately.



MOBILE TO MOBILE

Starting points, destinations and directions can be transferred to further mobile devices via QR codes and clipboard functions.



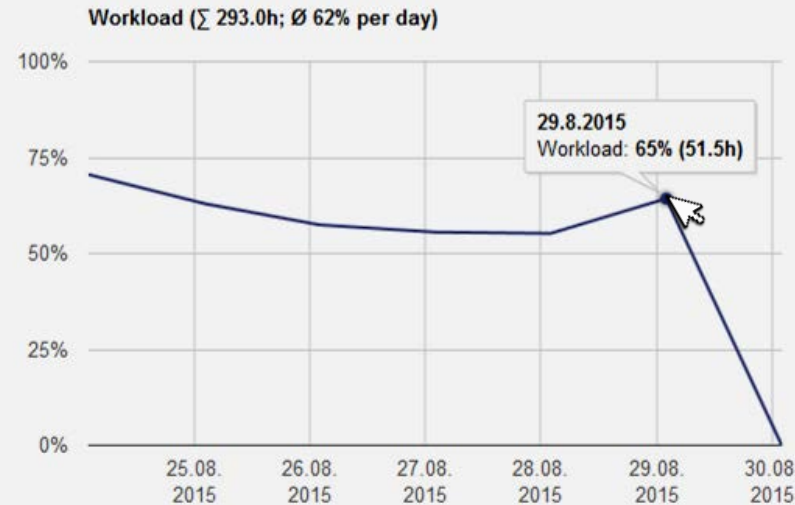
STATISTICS

Statistics 2.0 is an online service from 3d-berlin, which evaluates the users' interactions with the kiosk systems. All events on the kiosk systems are recorded. The matching statistics are displayed according to the selected period.

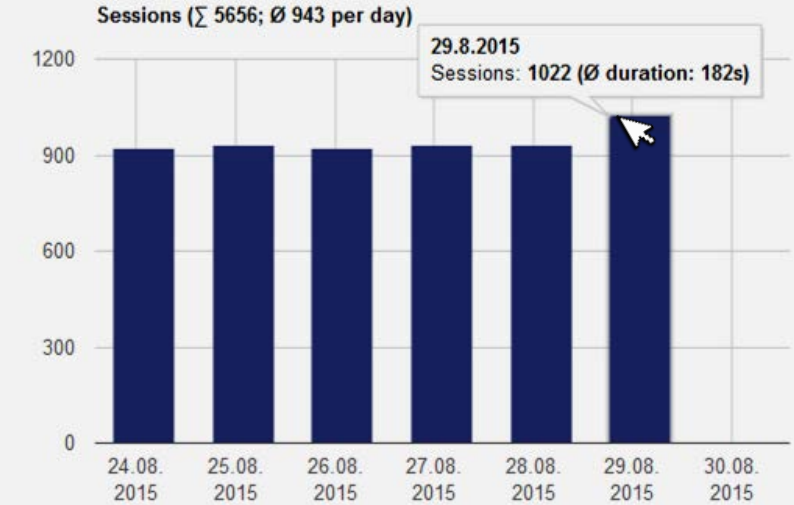
www.g3d.me/to/statistics-manual-en

www.g3d.me/to/statistics-manual-de

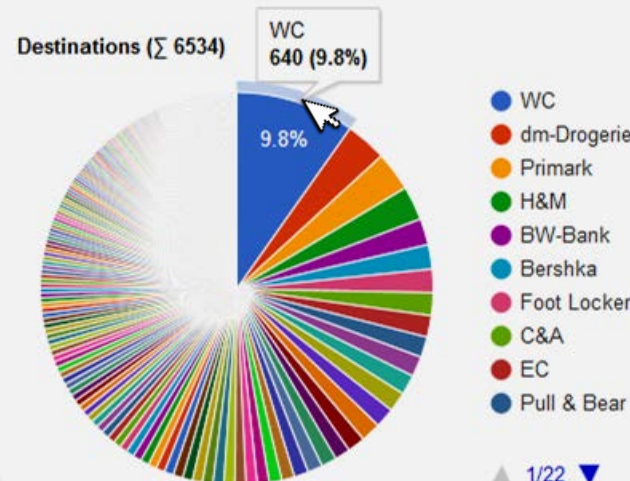
What is the usage of one or all kiosk systems?



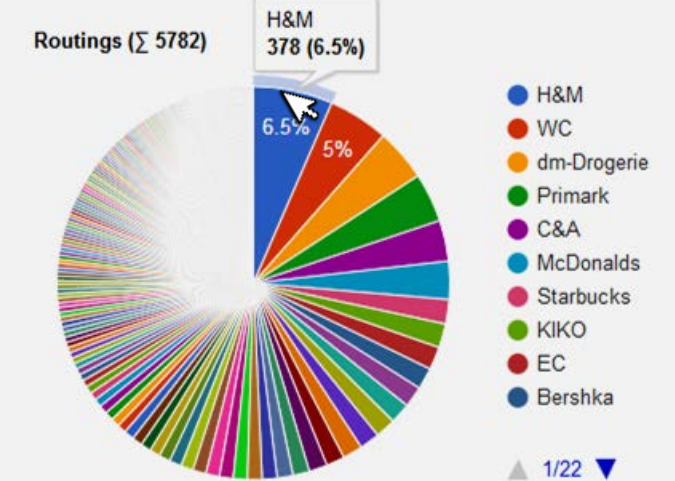
How many people have used the kiosk system for how long?



Which destinations were directly inquired?



Where did they guide to?



SERVICE REQUEST

With our service-portal you can conveniently submit your request to us. We provide remote product support for the following fields of Content update, Software Update and Software problem.

www.g3d.me/to/service

Support 3d-berlin GmbH

WEBER
PASSAGEN

Weberpassagen Shopping Center
(id: 100000)

Name* Hans Mustermann

E-Mail* mustermann@firma.de

Issue* **Software Problem**

Products*

Description* [?] Please enter a description of the issue.

Submit Support Request

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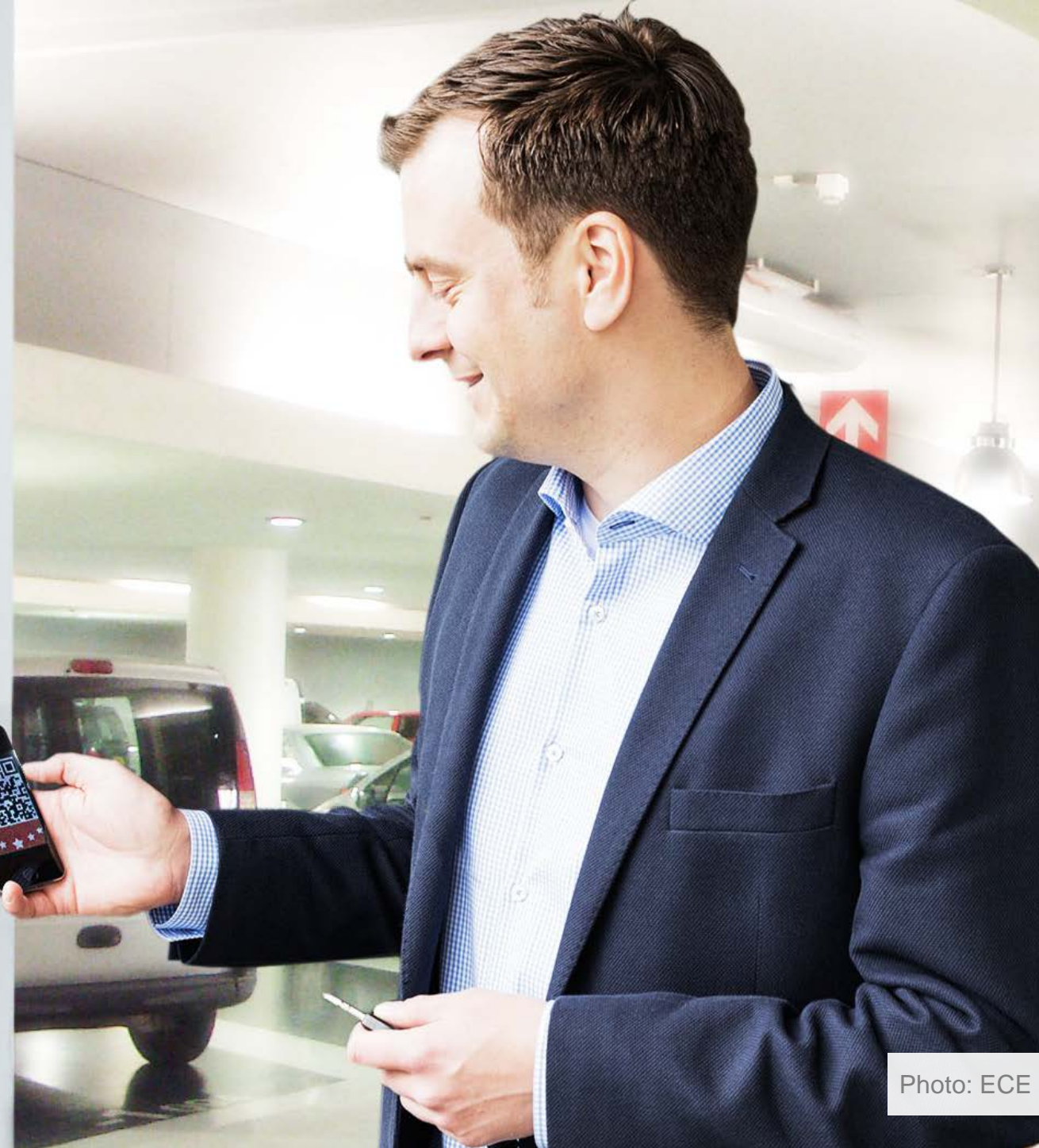
www.g3d.me/to/service

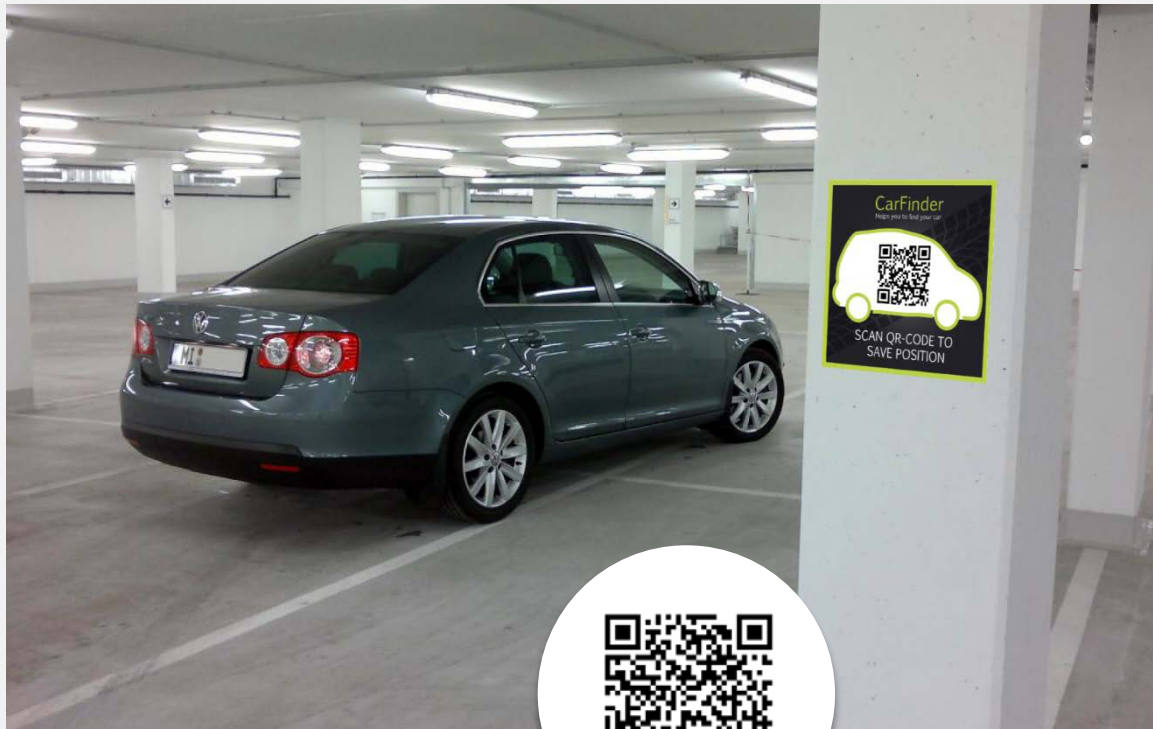


CAR-FINDER

Shopping center often provide numerous parking spaces – for the customer this is very convenient but it can also easily turn into something stressful... .. „Where did I park my car again?”

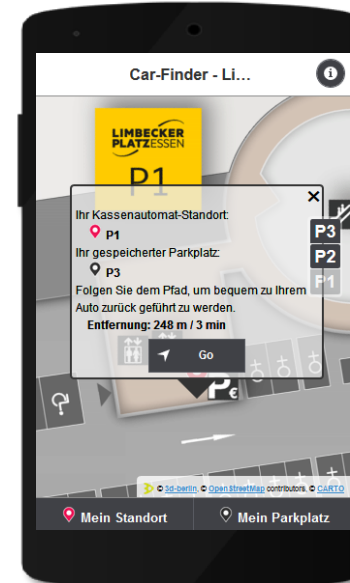
The car-finder navigates on the shortest way from the pay machine back to the car. Accurate to a meter, self-explanatory and without installation available on every mobile device.





STEP 1: PARKING SPACE

Scan the QR code next to your car with your smartphone. The position will be saved and displayed on your smartphone.



STEP 2: PAY MACHINE

Scan the QR code on the pay machine. The pay machine's position as well as the position of your parked car will be displayed on your smartphone.



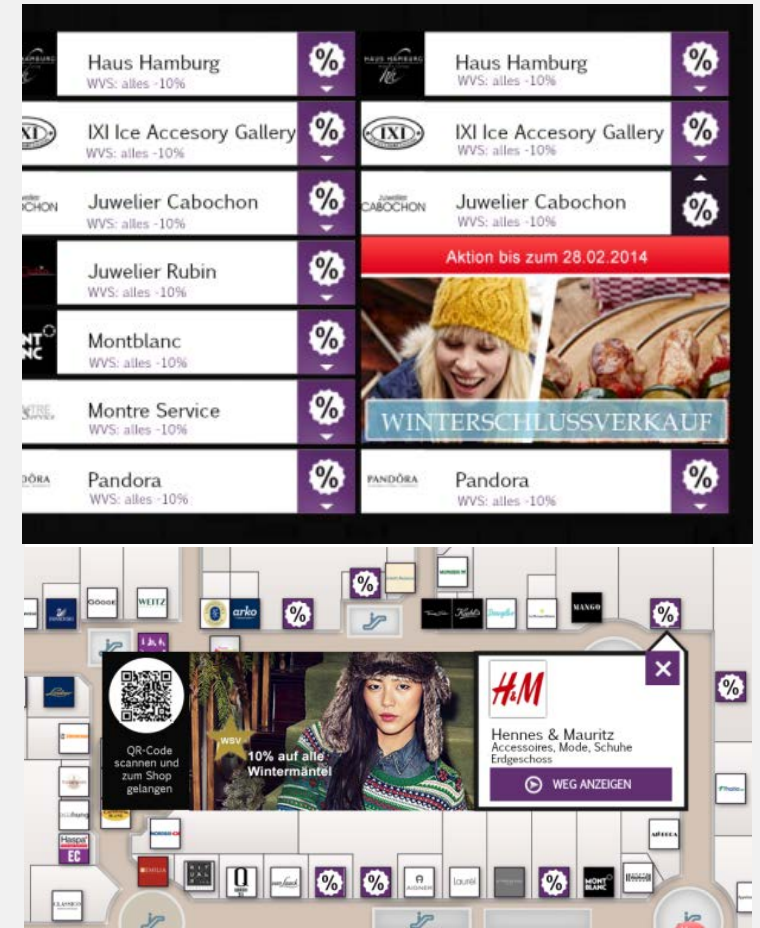
ANIMATION INTRO

The camera shows the whole building from the top and zooms in on the user's current location. From here the wayfinding animation starts.



3D ROUND FLIGHT

Spectacular view of the ECE center in 90 seconds, e.g. for the integration in the center's website.



PROMOTION

Many ideas for your intelligent marketing are already available, e.g. advertising on split screen, digital signage on split screen, info window, mobile couponing etc.

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Success Stories: www.g3d.me/to/references

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