

What are iPad kiosks, and what can they do for your industry?



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INTRODUCTION

What is an iPad Kiosk?

iPad kiosks or tablet kiosks, are specially designed enclosures that securely hold any tablet, whether iOS or Android. Advances in both software and hardware technology has created the ideal platform for the introduction of the complete tablet kiosk solution. Not only can tablet kiosks securely hold tablets but combined with OEM devices, such as printers and scanners, they create a multi-purpose solution ideal for many industry sectors.

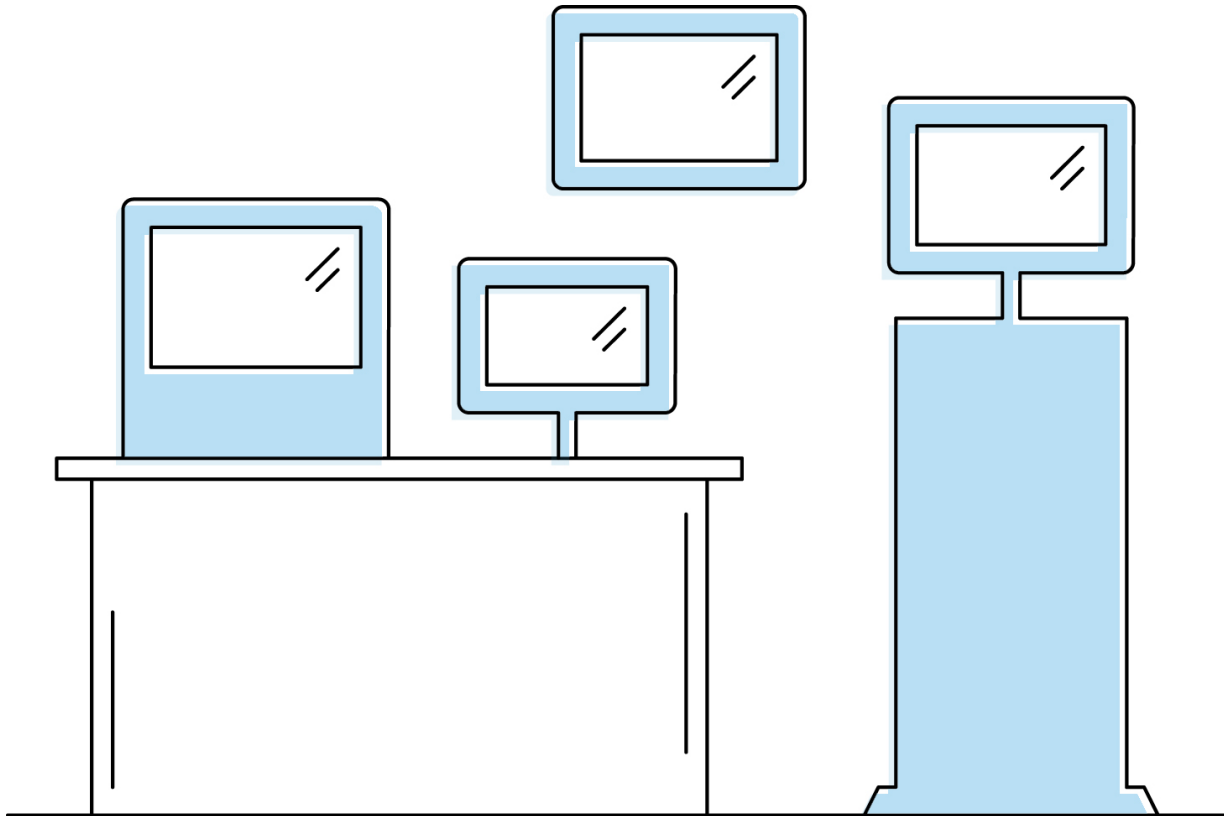
The development of tablet kiosks has uncapped the opportunity for small and large business to embrace customer engagement with the latest technology advances in customer service.

imageHOLDERS are market leaders in the design, manufacture and deployment of tablet kiosks and iPad enclosures.

In this whitepaper, imageHOLDERS will cover the many reasons your company should invest in tablet technology.



CHAPTER 1: WHAT CAN TABLET KIOSKS DO?



Kiosks can be tailored to fit any environment, ensuring all solutions are perfect for the intended audience and serve the ultimate business goal. Below are just a few examples of the business cases for investing in tablet kiosks.

Access Control

Access control has many benefits, from health and safety to room control, tablet kiosks can securely integrate devices which ensure the security and protection of businesses and their employees. By integrating biometric fingerprint readers and finger vein scanner, or ID scanners, companies are able to invest in their employees security with up to date reliable information in case of emergencies.

Check-Out

By offering express check-out or check-in kiosks for hotels or car garages, businesses are able to prioritise all customers during peak times, without having to rota extra staff for short shifts.

imageHOLDERS worked with NASH Management Consultancy to trial self-service check-out kiosks for automotive retailers, such as Mercedes, where customers were able to check their car in, and leave their keys quickly.

The trial was a great success and highlights the possibilities when kiosks are integrated with key drop bins, receipt and label printers. A tablet kiosk creates a self-service check-out solution for customers in a hurry, while still providing a high level of service.

Digital Catalogues

Whilst many retailers utilise digital catalogues, these are normally fixed and require written information to pass onto a customer or another sales assistant. By utilising iPad kiosks, which can be fixed or carried around, retailers are able to provide a digital catalogue system which delivers exceptional customer service.

Fashion retailer, New Look, installed counter mounted tablet enclosures for customers to browse with and find additional stock. Customers to New Look were able to have a successful experience, even if the item in question is out of stock.

Digital Menus

By using tablet kiosks as digital menus, customers are not only able to browse available items but also be able to order, amend and add additional details such as dietary requirements and allergies. Digital menus, whether at a table or counter mounted on a bar provide a quick resource for customers ensuring they are always able to receive service even during peak hours.



Loyalty

Tablet kiosks are a fantastic way of collecting valuable customer data.

iPad kiosks can encourage customers to sign up for loyalty schemes, newsletters or show offers on items whilst collecting user information. Scanning a loyalty card to collect points for a recent purchase, or looking instore for new products and discounts promotes and improves the customer's relationship with the brand.

Marston's pubs have worked with imageHOLDERS to roll out wall mounted tablet enclosures with a contactless reader for customers to sign up to loyalty programmes and collect points when they visit.

By incentivising customers, Marston's have created loyal customers and brand advocates. By using tablets, marketing videos and social media streams can be shown instore, allowing for the intended audience to receive a multi-channel experience.

Point of Sale (POS)

Payment solutions have developed from simple cash transactions to requiring a variety of different devices from chip and pin to contactless.

By integrating attended or unattended payment terminals alongside contactless card readers, cash acceptors and receipt printers, businesses are able to create express checkout kiosks which save customers and retailers time.

imageHOLDERS worked with Vanco, a faith based payment solution provider, on a POS kiosk to accept donations. By integrating a swipe card reader, users are able to donate even when cash isn't readily available. From QSR (Quick Service Restaurants) to high street retailers, POS kiosks can ensure fast and seamless transactions.

Ticketing

Picking up tickets from box offices, or printing tickets at home is becoming a thing of the past, with modular iPad Kiosks. Either using a reference number, or a barcode scanner for an email on a phone, customers are able to quickly and efficiently print out tickets for cinemas, theme parks or flights. By combining a ticket printing machine with a POS system, users can also buy and print tickets out with a fully self service solution, saving the customer and business time and resources.



CHAPTER 2: BENEFITS OF THE TABLET KIOSK

Any Tablet, Any Size

imageHOLDERS kiosks are incredibly versatile. We have designed our tablet kiosks to accommodate any make, model and size of tablet or all in one PC from the iPad Mini to the Aures Yuno 15".

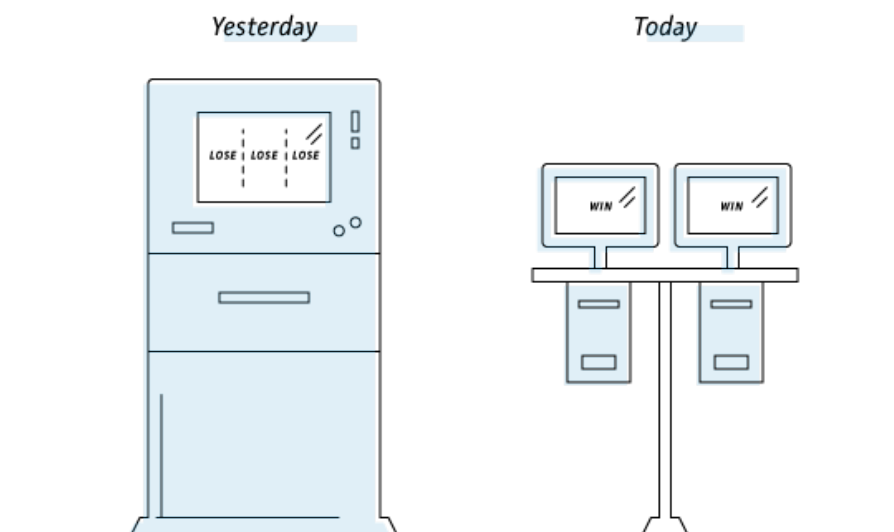
Customers are therefore not confined to pre-set requirements when choosing the tablet kiosk best suited for them.

Cost Effective

The cost of a tablet is considerably less than that of traditional kiosk interfaces, somewhere between 5 and 10 times less. This results in a tablet kiosk solution being far most accessible to smaller businesses and easier for larger businesses to roll out across many premises.

Maximise Space

iPad kiosks take up far less space, which can be desirable in retail where floor space is valuable. They are available in a variety of different sizes and configurations and are able to be floor, wall, counter and glass mounted, ensuring that space is maximised.



Secure

Designed with powder coated steel, tablet kiosks are incredibly robust and secure and can handle high volume usage in many environments such as retail, hospitality and gambling.

Simple to Install

imageHOLDERS tablet kiosks are designed to be easy to install and can be fitted with little or no installation experience or tools.

Simple to Use

Staff can easily maintain tablet kiosks as they are simple to use, easy to remove, charge and update. Consumers are familiar with tablets and feel comfortable using them in everyday life which translates seamlessly into the retail or other interactive environments.

Software

There are many software options available that can transform your tablet into a fully functioning kiosk quickly and at a reasonable cost. Whether that's simply securing the operating system and locking down browser and application functions or running full payment operating system.



CHAPTER 3: TABLET KIOSKS DON'T JUST HOLD TABLETS

Tablet kiosks aren't just limited to holding tablets, they also securely house OEM devices which together creates a complete solution for any business including POS, self-service, access control and check-in services to name a few.

imageHOLDERS are device integration specialists. We have worked with hundreds of companies on projects which require different devices and configurations, whilst working with software providers.

What is Device Integration?

Device integration is where an external OEM device is securely enclosed within the kiosk to create a seamless design. This could range from something simple like a contactless card reader, to an A4 printer.

Smaller devices are able to fit next to the tablet within the tablet enclosure, whilst larger more complex variations of devices are more suited to undercounter units, floor standing and modular kiosks which work with the tablet enclosure.

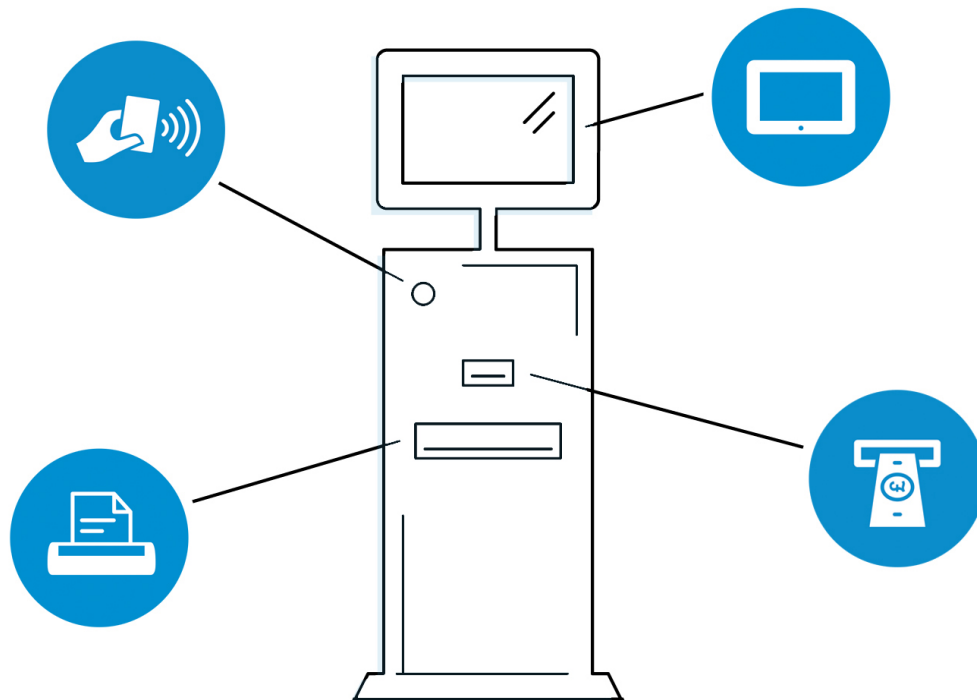


What Devices Can Be Integrated?

Tablet kiosks are flexible in design, and can therefore be tailored to securely enclose any device or a combination of devices, such as:

- Printers including receipts and A4
- Credit card swipe reader
- NFC & RFID for contactless payments
- ID reader
- Chip and pin
- OCR Reader
- Barcode scanners
- Cash acceptors
- Secure Card Reader Authenticator (SCRA)
- Magnetic Ink Character Recognition (MICR)
- Biometric Fingerprint Readers or Vein Scanners
- Iris or Retina Scanners

As tablet kiosks grow in popularity, OEM device manufacturers are designing their products to be suitable for tablet kiosks.



Future Proof

In the fast changing technology environment, it's important to think about future proofing solutions, especially as they are an important business investment. iPad kiosks are ideal solutions for businesses looking for future proof solutions. imageHOLDERS tablet kiosks are designed with our unique universal tablet tray making them able to enclose any tablet, ensuring businesses are safeguarded against discontinued tablets or a change in operating system requirements.

Businesses can be reassured in the knowledge that the imageHOLDERS tablet kiosk they have invested in can be adjusted as technology develops. Whether that's replacing cash acceptors as new notes are brought in, or introducing new contactless card readers, tablet kiosks are versatile and because of this, are able to provide a future proof solution.

With manufacturers such as Apple bringing out updates to their iPads in both OS and hardware every year, it's important for business to ensure they are protecting their investment with the tablet they choose.

In the case of the imageHOLDERS tablet kiosk solution a 'universal tablet tray' can be replaced to fit a different sized tablet, by simply changing the bezel and tray which ensures that the enclosure is future proof and versatile.



SUMMARY

iPad Kiosks, an Integral Part of Business Strategy

Advances in technology have provided the perfect opportunity for business to take advantage of the tablet kiosk as it has become a cost-effective solution that can cater to many business needs. By utilising tablet technology, companies are able to create immersive experiences from loyalty kiosks to POS points; iPad kiosks have become an integral part of the business strategy.

To learn more about tablet kiosks, visit www.imageholders.com or call (+44) 1202 892863.



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