

iPoint managing digital touch screen directories at airports

Continental Outdoor, which originally looked to the UK for a technology partner to manage its digital touch screen directories and advertising displays systems, realised that in order to run a WAN (wide area network) in South Africa, with its challenges, requires a local company with local software and local expertise.



It appointed iPoint in the last quarter of 2012 to take over the software systems and management of the digital touch screen directories and advertising displays in OR Tambo, Cape Town International and King Shaka and nine shopping malls.

The screens perform two major functions; to perform as a touch screen directory system and as an affordable state of the art advertising medium for products owners. There are 19 pods scattered throughout the airports in strategic locations where the foot traffic is at its highest at the airports.



As the founder of the touch screen directory systems found in most top shopping malls around the country, iPoint has 10 years' experience in developing, installing and maintaining digital interactive store directories with a targeted advertising engine. It currently has over 300 screens under its management nationwide.

Its software is homegrown and developed in South Africa and incorporates a unique advertising engine that encourages shoppers into stores stocking the products/brands being advertised within each venue.

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