4 Methods for Kiosks Showing Versatility during a Pandemic

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4 METHODS FOR KIOSKS SHOWING VERSATILITY DURING A PANDEMIC

Kiosks are no longer afterthoughts in companies' plans to increase revenue. These days, they sit at the forefront of many business models, as a means to capitalize on technology and cater to demands for customer convenience.

The reliance on self-service solutions comes at a time when consumers have become familiar and relatively comfortable with the technology that is prevalent in their everyday lives, at grocery stores, gas stations, airports and retail shops. Kiosks, in fact, are so commonplace, they're just there. Like clothes on the racks. Like merchandise on the shelves. Like the walls of a store.

Like most technology, kiosks aim to simplify people's lives. Whether they provide a tangible item or a service, units have only a small window in which to make a positive impression. If the technology is cumbersome, users won't use it much – if at all.

"Digital solutions have to be easy to navigate or self-explanatory," said David King, president of Litemax, a leading digital solutions manufacturer. "If they're not, they're going to fail miserably."

Kiosks increasingly had become a cornerstone of the new business model prior to the coronavirus outbreak. Expect digital solutions to play an even larger role in the post-outbreak environment, experts say.

Kiosks are demonstrating versatility in the face of the pandemic, helping businesses continue to connect with consumers amid social-distancing mandates and lockdowns. Here are four ways kiosks will make their mark going forward.

ARTIFICIAL INTELLIGENCE AND FACIAL RECOGNITION

Technological intelligence collects an abundance of data and information. But if all that insight sits idle, kiosks aren't making the impact for which they were designed.

Capitalizing on artificial intelligence converts traditionally static machines into key players in a business's revenue strategy. AI provides an informational platform where kiosks can instantaneously analyze countless data points to elevate standard AI into information that can be acted upon.

Bringing kiosks into the sales fold is critical, as nearly 70 percent of customers say in-store messages sway their decisions, according to studies by Nielson Media Research.

Sensors in the kiosks can, from a distance, pick up on movement and a person's gender to target messaging and offers. They also can be used to determine and manage capacity, which has been limited in much of the country.

Intelligence can trigger cross-selling and upselling, tactics long at the core of retail success. Intelligence gives deployers options to expand or shore up coverage across their footprints with top-of-mind content designed to entice more sales. It also converts units into versatile, customizable solutions that serve a brand's unique needs and challenges while positively impacting the bottom line.

INFRARED TEMPERATURE SENSOR

With no proven coronavirus vaccine and contagiousness remaining a threat, companies are hesitant to simply throw open their doors to everyone. But those operations don't have the time, money or people to station workers at every entrance to take every visitor's temperature or to question them about their immediate well-being.

While such kiosks are not medical devices or intended to identify sick individuals, those kiosks help companies by enabling them to check the temperatures of visitors in contactless fashion within two seconds to determine whether they can be admitted into their businesses. The units deliver with considerable accuracy, pinpointing a person's temperature with plus or minus 0.9 degrees Fahrenheit.

Kiosks using infrared technology to illuminate the face not only can detect a person's temperature, but their facial-recognition capabilities also allow images of staff members and other authorized visitors to be loaded and stored into the system and verified when those individuals are scanned

by a camera on kiosk. The units also can collect images of those who stand in front of the machines but are not already in the database. Alarms can be added to sound when those above the temperature threshold and those without access attempt to enter.

Ethernet

Infrared Thermal Camera

USB

Expansion AI Module   NFC Reader   RFID

Fingerprint Reader   Barcode webcam/Camera   Keyboard

USB/RS-232

Thermal Printer   Receipt Printer   VFD   Magstripe Card Reader

Mini-PCIe

Expansion AI Module   Connectivity: WiFi/4G

Litemax and Intel Smart KIOSK Module will help to usher in a new era of intelligent interactive KIOSK.

MOBILE PAYMENT

Paying for items or services at a kiosk without interacting with a cashier used to be something of a novelty. Now, it's the preferred payment approach.

The space businesses have been forced to put between customers while they're inside potentially extends lines, forcing some to wait while potentially exposed to the elements. Lines, regardless of what creates them, are never good things.

Long lines generally lead to long wait times, which result in a negative purchase experience for customers who expect efficiency, regardless of the times. A survey by marketing firm Impact found that 54% of customers who had a negative purchase experience share it with at least five other people.

While health experts suggesting people stay at least 6 feet from others to avoid possible virus exposure, many people desire an even greater distance. They don't want to stand in line with

others, be within a somewhat close proximity to food preparers and certainly not come face-to-face with a cashier.

Kiosks enabled restaurants to reopen while still facilitating social-distancing mandates.

Customers can access outdoor kiosks to place orders, pay electronically and retrieve their food without any sort of physical or close contact – via curbside pickup or by retrieving their orders set in a designated area inside. Users never have to interact directly with a cashier.

AUGMENTED WORKFORCE

Businesses intended for kiosks to supplement the workforce, never to supplant it. Nowadays, though, owners and managers unable financially to bring back their full complement of staff are relying on the technology to facilitate almost everything with a food order, except make it.

Kiosks are seen as short- and long-term solutions to labor fluctuations – more so the former these days. Not just in tight economic times, but also in times of widespread illness and crisis.

Critics in the past have described the technology as a facade, disguised as mechanical replacements for labor, which represents part of a business's largest expense. But with millions of employees having been let go during lengthy spring shutdowns and a number of businesses not stable enough for a return to staffing normalcy, kiosks can stand in as stable members of the staff that come at a fixed cost – a cost they've largely already paid.

Litemax, a leader in enabling intelligent vertical market platforms for industrial displays and computing , is launching a interactive KIOSK solutions, Smart KIOSK Box Computer (IBOX-ASKM). The systems is based on Intel's Smart Kiosk Module.

A key feature of the Smart KIOSK Module family is its modular design, which provides a standard hardware form factor reference design for the KIOSK system. From the developer's perspective, this architecture separates the system's "one-size-fits-all" compute module and the peripheral interface board (PIB). This is a significant design feature because it eliminates the need to unplug and accurately reattach multiple cables when it is time to service, replace, or upgrade the compute module. This simple connection is made using a standard PCIe-based interface.
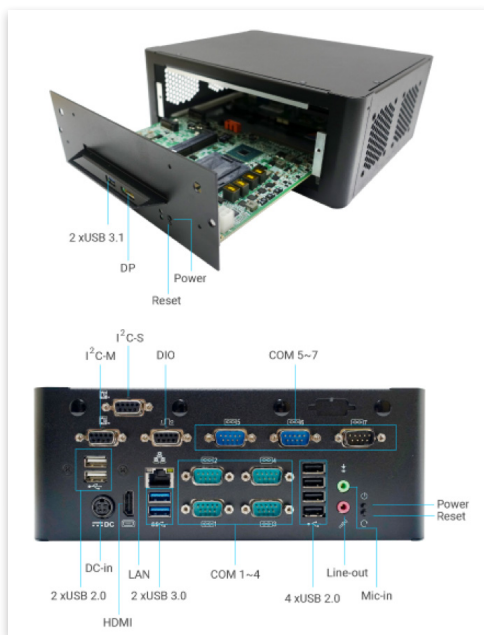
IBOX-ASKM Smart KIOSK Box Computer
- Intel® 8th Gen. Core i7/i5/i3 Processor
- 2 x DDR4 SO-DIMMs up to 32GB
- HDMI/DP , 1 x LAN, 2x USB 3.1 , 2x USB 3.0 ,6 x USB 2.0, 7 x COM, 1 x DIO, 1 x AUDIO
- 2 x Mini PCIe (1 x w/ uSIM), 1 x M.2 M-Key 2280 (SSD socket 3), 1 x SATA III
- Power input : DC-IN Jack 12Vdc or 19Vdc ~24Vdc

ABOUT THE SPONSOR:
Litemax has grown from pioneering sunlight-readable, high-brightness industrial displays to become one of the global leaders in intelligent solutions for transportation, kiosk and digital signage markets. LiteMax specializes in powering the devices and machines you depend on with one ultimate goal: Engineering excellence in everything we do.

Litemax is a member of the Intel® IoT Solutions Alliance. A global ecosystem of more than 800 industry leaders, the Alliance offers its members unique access to Intel® technology, expertise, and go-to-market support—accelerating deployment of best-in-class solutions.