

## CrystalKiosk<sup>™</sup> - Interactive Information Kiosks

### Introduction

Customers today are even more demanding than ever before. They want their purchase to be fast, easy and sometimes entertaining. They want a wide variety of products and services tailored to their needs, with a flexibility of choice. They want instant access to what you're selling or the service that you are providing, 24 hours a day, 7 days a week, 52 weeks a year.

The traditional sales approach can sometimes be time-consuming and expensive, making it impractical to deliver a level of service to meet certain audiences for various products. But, there is an answer: the interactive multimedia kiosk. Available when customer service or sales people are not, kiosks let you transact business with your customers where they are, any time, at their convenience.

Kiosks can deliver a variety of goods and services, from ticket sales to information to "mass customised" products and services. Using kiosks can help you achieve this in a novel, refreshing way. They are interactive and can engage and entertain your customers while completing transactions.

Kiosks aren't new, but with increasing computer literacy and public demand for simple and quick self-service transactions, their popularity is exploding.

Kiosks are part of a multi-channel approach to reaching your customers. Traditional communications and delivery channels are being augmented by the internet, by kiosks and soon by wireless, handheld devices that your customers carry everywhere they go. To take advantage of this you need a multi-channel strategy and an architecture that will support it. Kiosks can be a critical channel to your customers.

The CrystalKiosk<sup>™</sup> range from LapSafe<sup>®</sup> Products is dedicated to meeting all of these goals.



## CrystalKiosk™ - Interactive Information Kiosks

### CK1317 Kiosk with 17" Touchscreen

#### Introduction

The CrystalKiosk®™ CK1317 Kiosk is an elegant, lightweight yet robust model, ideal for applications which call for portability. It incorporates a high quality 17" TFT touchscreen allowing users to interact directly with the content presented.

Made from a robust polyester resin the CK1317 is available in almost any colour! It can incorporate your own company branding or visual design, creating an eye catching aesthetically pleasing unit.

The CK1317 Kiosk comes complete with the relevant multimedia hardware required for to apply professional content including speakers. It can be delivered to you as either a completely blank canvas to create your own content or with content provided, tailored to your exact requirements and designed by our graphics professionals.

#### Optional Extras

- Webcam
- Uninterrupted Power Supply

