



Midtown Exchange

For the Midtown Exchange building, AlivePromo installed touchscreen digital directory boards featuring interactive content, weather, and dynamic wayfinding.

Digital Building Directory

The touchscreen building directories feature 46" LCD screens, dressed in state-of-art stainless fixtures that rival the artful architectural characteristics of the building.

Directory content features a can't miss **You Are Here** label, weather, date and time, and a message area for building management to update visitors and tenants with building news.

The mapping area, meanwhile, allows the user to select a destination by category. Touching a category result then draws a **dynamic wayfinding** line to the proper destination.

Content is managed and delivered through AlivePulse, AlivePromo's **web-based fulfillment system**. Installation and networking were performed by AlivePromo technicians. Ongoing monitoring and maintenance are performed from AlivePromo headquarters.



Top: An LCD touchscreen digital directory at the Midtown Exchange building in Minneapolis, MN.
Bottom: Front page creative featuring weather and wayfinding.

Web case study at www.alivepromo.com/buildingdirectory/MidtownExchange/

Powered by **AlivePulse**