



### DNR Touch Screen Kiosk

Minnesota has a wealth of natural resources and many generations of Minnesotans who have enjoyed them. It was the desire of the DNR to continue this rich heritage by reaching out to a broader base of the public and introduce them to the outdoor recreation opportunities Minnesota's state park and trail systems offer. They particularly wanted to reach under-represented and non-user groups such as minorities and young adults. To do so the DNR was awarded Legacy funds designed to "support parks and trails of regional or statewide significance."

### Design to Sign Digital Signage

AlivePromo was selected to create digital kiosks providing interactive access to information found on a variety of DNR related websites.

The kiosks include park and trail descriptions, interactive touch screen maps, real time weather information, state-wide event information, gift card information and the ability to request additional information via e-mail or USPS.

The key information was translated into five non-English languages and designed to be eye-catching and appealing to all age groups, particularly youth and young families. To capture attention, the kiosks were made in the shape of Minnesota with a digital "window" that opens and closes as people pass by or approach the kiosks.

The kiosks are located in key public locations including the Minnesota Zoo, the Minneapolis-St. Paul airport, the IDS tower downtown, and several mall locations including the Mall of America. AlivePromo was the sole contractor used for the project with tasks ranging from fixture design and installation to creative design and programming. Ongoing monitoring and maintenance is performed by AlivePromo from its Minneapolis headquarters.

### Press Coverage