

SELF-SERVICE TECHNOLOGY BUYER'S GUIDE



ADVANCED KIOSKS: SELF-SERVICE TECH BUYER'S GUIDE

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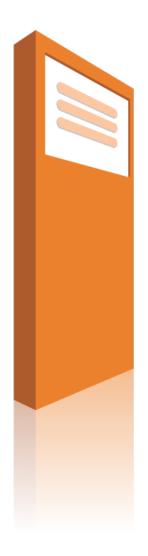
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OUR MISSION

To help people and businesses bring their services to those who need them through the art of engineering, quality craftsmanship, and the innovative nature of self-service technology.



A word from Advanced Kiosks President Howard Horn II

It has been over 16 years since we began our journey in the selfservice industry, and even now there are still plenty of things that can surprise us as this field continues to grow. That being said, it would be easy to understand how someone new can have a hard time making sense of it all. Between the varying terminology, hardware, software, and differing degrees of support, anybody who is just hunting for a solution can become rather disoriented in the mix of it all.

So, in response to the ever increasingly dynamic environment of customer interactive devices and service, myself and the Advanced Kiosks team have decided to put our decade and a half of experience to good use beyond our typical operations to help readers such as yourself, to better understand what is going on out there. To help break down and consolidate the information you need to know to find out if self-service is right for you and your organization, how it works, what its value is, and what it takes to keep it running the way it should.

It is in hopes that through materials such as this document that we can educate (and on occasion maybe entertain) potential self-service buyers on the correct terminology and services in which to better find what they need.

Thank you for your interest, and please feel free to enjoy our available resources as you'd like. We look forward to helping you and your business succeed, and hearing back from our customers!

Best Wishes,

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SELF-SERVICE TECHNOLOGY BUYER'S GUIDE



WELCOME TO THE SELF-SERVICE TECHNOLOGY BUYER'S GUIDE!

Kiosks, mobile apps, computer software, web services, these are all major players in the ever growing field of modern self-service tech. All over the world business and organizations alike have been optimizing and creating opportunities by putting self-service technology to work.



Our team here at Advanced Kiosks (a great mix of about a dozen folks who are as nerdy as they are passionate) all believe that the purpose of this technology is to be the bridge that brings an organization's services to the people who otherwise wouldn't have had the opportunity to use them. That is why we have become experts in a variety of disciplines from engineering to software development. So that we can create better solutions

that best fit your needs.

ABOUT THIS DOCUMENT

This guide is a one-of-a-kind document meant to give people curious about self-service hardware, software, or some other type of tech, a clear idea about what to do when looking for a solution.

WE HAVE BROKEN THIS DOCUMENT

UP INTO FOUR MAJOR PARTS.

- 1. Determining if SST is a good fit A combination of resources and information to determine if SST will be a solid fit for what you had in mind.
- 2. Choosing a Solution Things that are best to know before searching for your solution and some tips on things to remember while you search.
- 3. The Buying Process What to expect and resources to help give you the upper hand.
- 4. Ownership Best practices, troubleshooting, and getting help.



PART 1.) DETERMINING IF SELF-SERVICE TECHNOLOGY IS A GOOD FIT

You have seen kiosks in the airport or at the mall, or maybe you have heard about the benefits they can have on helping your organization save on expenses while boosting client satisfaction. Regardless of all the ways you may have ended up here, you have taken your first steps on that journey to implementing technology to help your cause.



You are what I like to call a '*Curious Innovator*'. A person who knows there are opportunities out there and strives to make something of them. Searching for the right one that just seems to fit.

Well, good news. I'm going to empower you with some of the knowledge you need to turn your curious meandering into a well-defined game plan so you can get the most from your effort.

The first step is to determine if self-service technology is really a good fit for your project. All too often people are enticed by the prospects of cutting costs (or worse, replacing employees) with computer automation. Only to be hit with the reality that there are just some things that this technology wasn't meant for, resulting in poor satisfaction, and bad return on investment.

To find out the fit of self-service tech to your project, there are several factors that need to be considered. In the following pages, I will cover each one and how they relate to the overall project.

PROJECT BREAKDOWN

PURPOSE

Take a moment to consider the core purpose of the project you are thinking about turning into a self-serve task. Is it for marketing? Information collection?

The Advanced Kiosks Advantage

Use our **SST Project Evaluation Tool** to help get a quick glimpse on if SST is a good fit for your project.

Wayfinding? Maybe as a point of sale? There are some things that self-service tech just seems to work with better than others. By knowing and identifying the overall purpose of the project, it paves the way in determining the must-haves and the don't-needs, along with the other considerations that pop up in the process of evaluating solutions.

COMMON PURPOSES

» MARKETING/PROMOTION Digital signage, Interactive Ads, etc.

» INFORMATION DISTRIBUTION

Giving information (Can include wayfinding, info lookup, notices, reference info, and many other forms of information that can be given to the user.)

» INFORMATION PORTAL

Information collection and distribution (The solution will need a means of collecting info and a means of distributing it. An example would be like an employee self-service kiosk.)

» CHECK-IN

Collecting visitor information and occasionally assigning them to a queue. (Common in healthcare, government, and higher education.)

» POINT OF SALE

The solution is being used to purchase goods or services and has a means of completing monetary transactions through card and/or cash.

» PAYMENT

The solution is used to make a payment or donation. Typically uses only a card reader and



commonly seen in large churches as a means of secure and convenient tithing.

» ENTERTAINMENT

Can be considered a combination of payment and marketing. Computer ticketing kiosks at movie theaters are a common example of this.

TASK TYPE

The next step is to define which task type best fits your project. There are three main task types, Simple, Money & Privacy Related, and Time Related. Each is based on the interactions and pressures the user will generally experience when using your prospective self-service solution.

By knowing the task type, it makes it easier to prioritize the wide array of factors that play into the success of your project solution such as social context, user experience, and location.

TYPES

» SIMPLE

Tasks are easy, well-defined, and the user doesn't have any time or privacy/ security pressures.

(ex. Buying a drink from a vending machine, or looking up an office on an interactive building directory.)

» MONEY OR PRIVACY RELATED

Tasks are based on money actions (Account balance, deposit, withdrawal) or involve potentially sensitive personal information

(Private health info, social security number, etc.)

» TIME RELATED

Tasks that deal with time sensitive actions like purchasing a movie ticket, train pass, or any other action that creates time pressure for the user.

THINGS TO CONSIDER WITH TASK TYPE

TASK TYPE IS PRIVACY/MONEY RELATED

These types require special consideration in how you manage sensitive information. That means early consideration of kiosk location, system access, application security, and physical features to reinforce user confidence and ensure privacy is highly recommended.

TASK TYPE IS TIME RELATED

This type of task for a kiosk emphasizes clear & concise communication with the user to make sure they can get what they want done fast. Consider user interface design, as well as external signage to depict how to use the kiosk when they approach.



Task Factors & User Experience

Task factors are essentially the combination of varying aspects of the users experience toward the action you want them to do, and how you do it. Such as, "Is the task/ action you want them to do simple?" or, "Is it something they want to be private?".

Below is a grid that shows the correlation between common Task Factors and the Task Type. Some factors are critical in succeeding with some task types, and less important with others.



TASK FACTOR	SIMPLE	MONEY & PRIVACY RELATED	TIME RELATED
Action can be done fast	Preferred	Important	Most important
Action is done easily	Most important	Very important	Very important
The interaction needs to be private/secure	Preferred	Most important	Preferred
The action is well defined/standardized	Preferred	Very important	Most important
The service is web based	Preferred	Important	Important
The action is simple	Very important	Important	Very important
The user would rather do it themselves	Very important	Most important	Very important
Action is improved by increased availability	Important	Very important	Very important
Action will not require frequent assistance from a live representative.	Most important	Very important	Most important

THINGS TO CONSIDER REGARDING USER EXPERIENCE & TASK FACTORS

IT'S NOT SOMETHING USERS WANT TO GET DONE FAST

This is a strong indicator that the task(s) are involving sensitive or critical information, or that time pressure is not a concern. In either case a simple and clear user interface is strongly recommended. This can mean less on-screen elements, familiar navigation, and review or back options to double check info. BONUS TIP: if you can make the interface fun/satisfying to interact with, satisfaction will get a good boost too.

THE TASK(S) IS SOMETHING THE USER WANTS TO BE EASIER

Self-service technology is a phenomenal opportunity to streamline repetitive processes down to easily understood and clear steps. Start thinking of the task(s) the user may want to complete and create a work flow that dictates what actions and resources need to happen and when.

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THE TASK INCLUDES PRIVATE INFORMATION

Self-service tech can be a real solid player when it comes to sensitive information, as long as the type of information and how it needs to be handled is considered earlier on in the project (Financial, personal, medical, etc.). It's a good idea to consider measures such as privacy screens, system connection, inputs, and kiosk location.

THE TASK IS NOT WELL DEFINED/STANDARDIZED

Self-service hardware, especially computer kiosks, are great at handling easy repetitive tasks such as transactions or accepting job applications. However, less defined tasks such as expecting a kiosk to handle the entire hiring process is not ideal. A kiosk or software application can handle some things, but other tasks are best done with a person for the sake of customer/employee satisfaction.

THE TASK IS NOT WEB BASED

This is far from being a deal breaker. This is simply a point to emphasize earlier on in the process as to how the service to the user is best delivered. In the case of the service being web-based, implementation is easier (when the kiosk has an internet connection). When it is not, sometimes a local server or applications will need to be installed locally so info will be available on demand by the user.

THE TASK IS NOT SIMPLE

There are many complex things that can be done at a self-serve terminal. Mainly it comes down to breaking them up into easy steps, and combining them with an intelligent user interface design. Consider what info needs to be exchanged, how, and when. This should help in determining the features needed to best get the job done.

USERS DON'T WANT TO DO THE TASK THEMSELVES

This indicates a few things to consider. 1) The users are unsure of the task they could or should do. Think about how you educate the user of the kiosk through external signage & interface design. 2) The task is something personal and a human integration is expected. Think about making sure a human representative is nearby. 3) The human interaction is viewed as a benefit to your service. Consider the kiosk or self-service aspect be only part of the service you provide.

THE TASK(S) IS IMPROVED BY AVAILABILITY

Would it make the users happy if they can complete the task at different times of the day? Awesome! Just remember to consider the hardware durability and if it can handle the extended use. Also, remember to think about how people can access help if there isn't going to be live assistance in the vicinity (ex. kiosk working beyond the normal organizations operating hours).

THE TASK WILL NEED FREQUENT SUPPORT FROM A REPRESENTATIVE

If this is the case, to reduce agitation think about where the kiosk will be, how the people using the kiosk can access help, and how long will it take to get the help they need. This factor is compounded by tasks that are time/privacy sensitive, and in situations where lines form to access the services on the kiosk.

Social Factors

The social context your solution is in can have a profound impact on its adoption rate and success. Factors such as the existence of a line, or the accessibility of live help can deter or comfort a potential user depending on the purpose and task type. Here is another graph to help in visualizing which factors to consider when you evaluate your project.



SOCIAL FACTOR	SIMPLE	MONEY & PRIVACY RELATED	TIME RELATED
People lining up to use the solution	Important	Important	Most important
Accessibility of live support	Important	Most important	Very important
The use of the solution is mandatory in getting service	Recommended	Most important	Very important
ADA Compliance	Recommended	Very important	Most important

THINGS TO CONSIDER REGARDING SOCIAL FACTORS

THERE WILL BE LINES

If you anticipate lines for your kiosk, it is recommended that you take time to think how you can ease line anxiety and tension by providing people with useful information, and make sure that there are no unnecessary steps involved when using the kiosk. Factors to consider when thinking about this issue are interface usability, number of steps in the tasks, location of kiosks and their prospective lines, and how assistance can be made available if needed.

THERE WILL NOT BE LIVE SUPPORT NEARBY

Although not preferred, it is possible to make this type of scenario work with kiosks and self-service tech. The issues of problem resolution for remote self-service terminals is a topic to consider earlier on in the project development process.

THE KIOSK IS MANDATORY TO ACCESS A SERVICE(S)

This scenario is not uncommon, and is fast becoming the norm. In this case there is higher use of the self-service tech and also a greater risk of user dissatisfaction. Consider hardware durability, usability, interface design, and access to help when needed.

ADA COMPLIANCE IS IMPORTANT

Self-service tech can easily be made to be ADA compliant. However, not all producers of self-service tech do this. Make sure the manufacturer you purchase from can build your kiosk hardware to ADA specifications.

Location Factors

We have all heard it before, location, location, location... Your prospective solution cannot do any good if you put it in the wrong place. Same goes with putting the wrong equipment in the right place. That is why the next grid of factors exists, location matters. Take a quick look at how important it is to consider the following location factors compared to the different task types.



LOCATION FACTOR	SIMPLE	MONEY & PRIVACY RELATED	TIME RELATED
Indoors/Outdoors	Very important	Most important	Very important
Amount of foot traffic	Very important	Most important	Very important
Subject to continuous/extended use	Important	Very important	Very important
Located in a place with moderate to high risk of vandalism or damage	Very important	Most important	Most important

THINGS TO CONSIDER REGARDING LOCATION FACTORS

KIOSK WILL BE OUTDOORS

Just like you don't leave your living room TV outside, you cannot just put any computer kiosk outdoors. Make sure you choose a computer kiosk that can handle the rigors of outdoor use and the conditions that would otherwise fry a normal computer.

THE KIOSK WILL BE PLACED SOMEWHERE WITH LOW FOOT TRAFFIC

If you are looking for people to get the most from the kiosk solution, it needs to be a place where people find convenient. Too far or too hidden, and the kiosk solution cannot do its job effectively.

CONTINUOUS USE

Self-service kiosks come a lot of shapes and sizes, but not all can handle heavy or long-term use. If you expect the kiosk to be used over 40 hours a week, get a dedicated kiosk computer and enclosure that can hold up to the abuse. Tablets, although tempting as an option, are essentially consumer products and not designed to withstand constant use from multiple users.



CHOOSING A SOLUTION

PART 2.) CHOOSING A SOLUTION

This is the part of the journey where things start to get interesting! By this point you have evaluated your project, defined its main purpose, considered a whole range of factors, and should start having a real solid idea of what you are going to need.



But hold on! Don't start wandering around the wilds of the digital bazaar quite yet.

Let's get all of the details condensed on to one easy sheet.



On a side note, this is where I would consider someone a "Solution Browser", a serious step forward from being a Curious Innovator. These are the folks who know what they want, and are in the process of finding who out there can deliver it. There is no telling what kind of off-the-wall stuff they will find once they get on a roll. On the next page you will find the '*Solution Browser Pocket Guide*'. A handy document that helps you self-evaluate your project and drill it down to the core things you have to know before you start your search.

Once complete, use this sheet to quickly assess various vendors and manufacturers to see which can accommodate your project best.

NOTE

The Pocket Guide is a great place to start. However if you want a deeper understanding of what your project needs before shopping around check out these resources.

- » IT REFERENCE EGUIDE
- » FAQ EGUIDE
- » RFP/RFQ CHECKLIST
- » SELF-SERVICE PROJECT FITNESS SURVEY

SOLUTION BROWSER POCKET GUIDE

This document is something you can print off and fill out so you can spend less time wandering and more time narrowing down your solution options. Half the battle of getting the right information is knowing the right questions. You can find more resources on our **blog**, or by contacting us on our site **advancedkiosks.com**

What are you using the kiosk/solution for?

What capabilities MUST it have? (printing, scanning, VoIP, card reader, etc.)

Where will it be placed?

Based on its location, what additional things need to be considered? (privacy, vandalism, weather, etc.)

Based on the **task type**, what factors in user experience/social are most critical? (if applicable)

How will you manage or address these factors?

How is the solution going to be maintained & what type of tech support will you need? (warranty, IT support, etc.)

What is your ideal outcome for the solution?

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THE BUYING PROCESS

PART 3.) THE BUYING PROCESS

Great milestones have been reached on your journey to SST and the time has come to put those innovative ideas to action!

Historically, our customer's internal buying process is as widely different as it is similar. Often times there are committees, or board members that need to sign off on the project. Different departments like IT, or HR may need to review and approve as well. The project may need to be written into next year's budget, or put out to bid. Alternatively, a small business owner may wear all those hats and simply places the order.

The similarities in process they all share, is the goal of answering the same questions.

- » WHAT IS IT, HOW DOES IT WORK, WHAT CAN IT DO FOR US?
- » HOW DOES IT GET HERE?
- » WHAT'S IT TAKE TO KEEP IT GOING? AFTER WE BUY IT, ARE WE ON OUR OWN?
- » HOW MUCH DOES IT COST?
- » HOW DO WE BUY IT? IS THERE A WARRANTY?

As much as we'd love to jump in the trenches with you and help get your organization leveraging SST, we respect boundaries and the best thing we can do is provide you, from our experience, with the right mix of information to breeze through this innovating chapter.



Don't worry, you've got this!



This is the stage where a person graduates from a 'Solution Browser' to a 'Benefit Hunter''. Benefit Hunters are the people that understand who can get them the solution they need, but are now starting to dig for the details of which vendor can give them the most bonus value.

CLEAR, CONCISE PRODUCT AND SOLUTION DETAILS



Innovation Action Taker

Soon as you are out there requesting quotes, you are an Innovation Action Taker! Advancing beyond just looking around, you have taken action to utilize selfservice tech. Now that you've done research, completed worksheets, scrutinized product information and determined that SST can work for you *(fancy pants innovator you!)*, it's time to take what you've learned and pick exactly what products and services you'll need. Don't hesitate to ask the vendor for clarity on any items you're not 100% sure about.

REQUESTING A QUOTE: WHAT TO EXPECT & WHAT TO REMEMBER

It's time to request a formal quote!

Unlike an estimate, a quote has line items and pricing that won't change as long as the quote has not expired. It's a small detail, but no one likes to go to the check out expecting to pay one price, and then get stunned with a different price.

A dba of H32 Design and Development, LLC. 20 Canal St. Unit # 409 Franklin, NH 03235 www.AdvancedKiosks.com		Remit To: Advanced Kiosks P.O. Box 234 Wilmot, NH 03287 or by email at: tarra@h32.com					
Contact Name	dene been		Quote Number	noneate			
Company	Las Vegas VA		Created Date	6/3/2016			
Phone	10000000000	Marthan Charles	Expiration Date	7/1/2016			
Prepared By Phone Email Fax		603) 865-1427 📞 natt@advancedkiosks.com		Accounts Payable Phone: (603) 865-1000 x101 Email: tarra@h32.com			
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The Advanced Kiosks Advantage

That being said, we've only adjusted the price on our standard models once in the past 3 years.

See our pricing post

Expect each product and solution to be listed on the quote along with information on how to purchase.

Remember, the quote is only valid for a limited amount of time. We try our best to keep our prices static for as long as we can, but please be aware the pricing may not be the same if a quote needs to be reissued.

SHIPPING & INSTALLATION

SHIPPING AND INSTALLATION

Just provide whomever you choose with a shipping address and contact information and they'll typically handle the rest. Most kiosks ship freight. If you don't have a loading dock, let them know and they might make sure a lift-gate is included. Some smaller kiosks can ship UPS small package.

Shipping costs are not included, but will be added to the invoice (don't worry, we'll tell you what they are up front).

Installation is much easier than it appears! Let's face it, to be effective, technology needs to be easy to use and that doesn't apply only to the end user, but the owners too.

The kiosks ship mostly assembled and with modular components. A standard installation follows these simple steps.

- » UNPACK IT
- » PLUG THE COMPUTER IN/HANG IT ON THE WALL
- » TURN IT ON
- » CONNECT IT TO YOUR NETWORK

If you'd just rather walk into a new kiosk plugging away, there are many professional IT contractors who specialize in these types of installations. We partner with a great group to offer the same service to our customers.

SERVICE & SUPPORT

SERVICE AND SUPPORT

Depending on what your organization's needs are, there are a few different service



and support options when it comes to self-service solutions.

Some folks are just savvy with technology, or have IT staff that has no problem configuring the solution software or troubleshooting any issues they might have down the road.

As for others, their time is better spent doing what they do best and would prefer adding services like pre-shipping setup & configuration services, or even professionals to install the kiosk.

The Advanced Kiosks Advantage

Advanced Support (complimentary here for 30 days after you receive your kiosk!) gives you direct access to our experienced IT staff M-F 8:30-5 ET. With your permission, they will remotely access the kiosk and assist.

Ensuring a form of standard support that is included with the solution is highly recommended for the kiosks that are critical to daily operations.

The Advanced Kiosks Advantage

We've actually received feedback that it took more time unpacking the kiosk than it did to install it!



TERMS & CONDITIONS

The Advanced Kiosks Advantage

Ju M

Take a gander at our warranty and terms and conditions

TERMS AND CONDITIONS

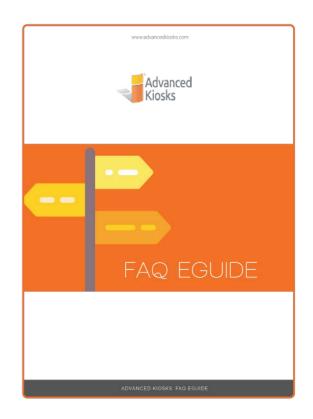
Any legitimate deal will have terms and conditions that set clear expectations for both the buyer and seller. Details will include payment terms, such as 50% down to start the project with the balance due 30 days after shipment (net 30) as well as what payment types are accepted.



Warranties, shipping policies, changed orders, and other details presented up front, help put you at ease in the long run.

ADVANCED KIOSKS: FAQ eGUIDE

Looking for more answers? Try our FAQ eGuide!



Touch screen activation
 Contact Continues Service for assistance - 345 943 70

SELF-SERVICE SOLUTION OWNERSHIP

PART 4.) OWNERSHIP

Woohoo! Good things are happening!

The sky is clearing, birds are chirping, clients are happy and that "To-Do" list is actually shrinking. Well done!

Let's keep it going with some general pointers about selfservice solution ownership.

BEST PRACTICES

» A QUALITY INTERNET CONNECTION.

The majority of our owners are accessing web based applications and any hiccups with their internet connection will affect the user experience at the kiosk.

» LOCATION, AND AWARENESS.

If the original location isn't working out like you had

anticipated, try a new one. Don't let this great innovation effort flounder because the users simply can't see the device, or don't understand what it's for. Signage may give it just the boost it needs.

» DAILY RESTARTS.

Your computer and the kiosk computer are a lot alike here - both work better when restarted every now and then. Unlike your computer, the kiosk should have the ability to schedule automatic restarts.

» GET FEEDBACK FROM USERS.

The technology is just the tool that makes your project possible. People are generally willing to help and will tell you where (if any) tweaks could be made. Contrarily, they may not speak up and let you know if something isn't working well unless you ask them!

TROUBLESHOOTING

TROUBLESHOOTING

It's inevitable with technology; at some point, something will go wrong. Often it's just the simple things that get overlooked and may quickly be solved before diving into the Linear Data Baryon Coupling System.

Does it have power (aka is it turned on)?

Sure, it sounds ridiculous. We'd like to tell you how many times this has actually been the case, but we were sworn to secrecy by our customers.

Is the internet connection working?

Is it a quality connection? This may not be applicable to everyone, but it's definitely a variable that can affect how well the kiosk functions.

Are the peripherals plugged in?

It happens (*blame it on gremlins if you have to…*). Check all necessary USB's and other input/outputs to make sure they are properly connected.

GETTING HELP

The Advanced Kiosks Advantage

We live, eat and breath this stuff and are happy to help. Please have the kiosk serial number ready.

Go to Tech Support

GETTING HELP

If it's something more serious, send an email, submit a ticket, or give a call to the corresponding technical support service.

NEED MORE INFO?

Check out these links and resources for more info on each subject.

Hardware

KIOSK BUYERS GUIDE POST http://advancedkiosks.com/2016/08/kiosk-buyers-guide/

OUTDOOR KIOSKS PURPOSES http://advancedkiosks.com/2016/07/interactive-outdoor-kiosk-purposes/

PERIPHERAL HARDWARE & KIOSK OPTIONS POST http://advancedkiosks.com/2016/03/peripheral-hardware-kiosk-options/

Software

FREE KIOSK SOFTWARE: WHAT YOU SHOULD LOOK FOR http://advancedkiosks.com/2016/11/free-kiosk-software/

TYPES OF KIOSK SOFTWARE AND HOW IT HELPS YOUR KIOSK http://advancedkiosks.com/2016/10/kiosk-software-helps-kiosk/

KIOSK SOFTWARE 101: LOCKDOWN KIOSK SOFTWARE http://advancedkiosks.com/2016/06/lockdown-kiosk-software/

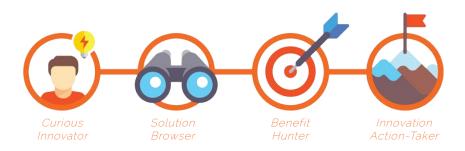
KIOSK SOFTWARE 101: GREENTIMER & THE UOP http://advancedkiosks.com/2016/03/greentimer-kiosk-software/

Warranty

THE TRUE COST OF YOUR WARRANTY http://advancedkiosks.com/2016/08/true-warranty-costs/



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Interactive kiosks are engaging, attractive solutions for nearly every aspect of modern life from promoting and wayfinding, to check-in and standard HR functions.

Self-service kiosks are ideal for business & organizations looking to bring useful services and info that much closer to those who need it.



GIVE US A CALL 1 (866) 783 - 3791 Advancedkiosks.com www.advancedkiosks.com



ADVANCED KIOSKS: SELF-SERVICE TECH BUYER'S GUIDE