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Contact: Jeff Sarenpa
Jeff.sarenpa@expressimage.com
763-245-9271

EXPRESS IMAGE DEBUTS NEW WAYFINDING TECHNOLOGY AT MALL OF AMERICA®

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Express Image, a St. Paul, MN based print and digital solutions provider, has deployed six new interactive wayfinding kiosks at Mall of America®, the nation's largest retail and entertainment destination.

Just in time for the busy holiday season, the recently installed dynamic interactive kiosks are more than just a directory, for the 40 million guests that visit the mall annually, they are a true interactive engagement hub that connects information and communication into an intuitive, efficient and delightful user experience.



When a guest approaches the interactive wayfinding kiosks they are greeted with a vibrant, eye-catching tool that allows them to receive the customized assistance they need within as little as 10-20 seconds. The 2-D wayfinding provides an eagle view with stacked multi-floor destination, travel times and route directions. The directory provides the power to instantly share and visualize the data on your smart phone through the text to phone feature which further engages customers and allows them to interact with mall guest services.

“We are driven by a passion to make business and consumer information live, visually interesting and easy to use and understand through our digital solutions. The dynamic interactive wayfinding solution, custom built for Mall of America turns the spotlight on our sales, creative and technology team” said Jeff Sarenpa, President of Express Image. “It is a true honor to work with the mall and create a customized solution to fit their specific needs from creative design, animation, custom content management system, hardware integration, and software development.”

The slick modern design, search function, step by step directions, dynamic pop-ups, text to phone features right down to the functionality that informs the guest as to which direction to go to start their journey, is sure to impress mall guests during the holiday season and throughout the year.

About Express Image

Express Image is an all-inclusive interactive digital solutions and print provider located in St. Paul, MN. Express Image delivers immersive experiences through digital and print place-based media solutions to worldwide brands through a variety of industries, such as entertainment, retail, travel, financial services, healthcare, technology, education and automotive. Our client service, creative, development, digital and print teams collaborate with our clients from visualization, deployment to delight through our Express Image Proven Process. To learn more visit info.expressimage.com/press-release