Show Off Sudbury's Attractions

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By Richard Slawsky | Contributing writer, Kiosk Marketplace and Digital Signage Today

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The Players
With offices in the United States and Europe, **PROVISIO** is a market-leading software development company providing turnkey secure kiosk, digital signage software and remote management solutions. PROVISIO's SiteKiosk software has become the most commonly used secure kiosk software for public computers worldwide.'

Greater Sudbury, commonly referred to as Sudbury, is a city in Ontario, Canada, and the largest city in Northern Ontario by population, with more than 160,000 residents. By land area, it is the largest city in Ontario and the seventh largest municipality by area in Canada. Once a major lumber center and a world leader in nickel mining, Sudbury has since expanded from its resource-based economy to emerge as the major retail, economic, health and educational center for Northeastern Ontario.

The Challenge
With 330 lakes, world-renowned attractions, urban comforts and four-season outdoor adventures, Greater Sudbury is quickly becoming one of Ontario's most popular tourism destinations.

Things to see in Greater Sudbury include Science North, a museum near the Ramsey Lake waterfront that features a planetarium and IMAX cinema. Part of the museum, the Dynamic Earth science center is home to a giant replica of a 1951 Canadian nickel. Railroad equipment and vintage mining tools are some of the attractions at the Northern Ontario Railway Museum.
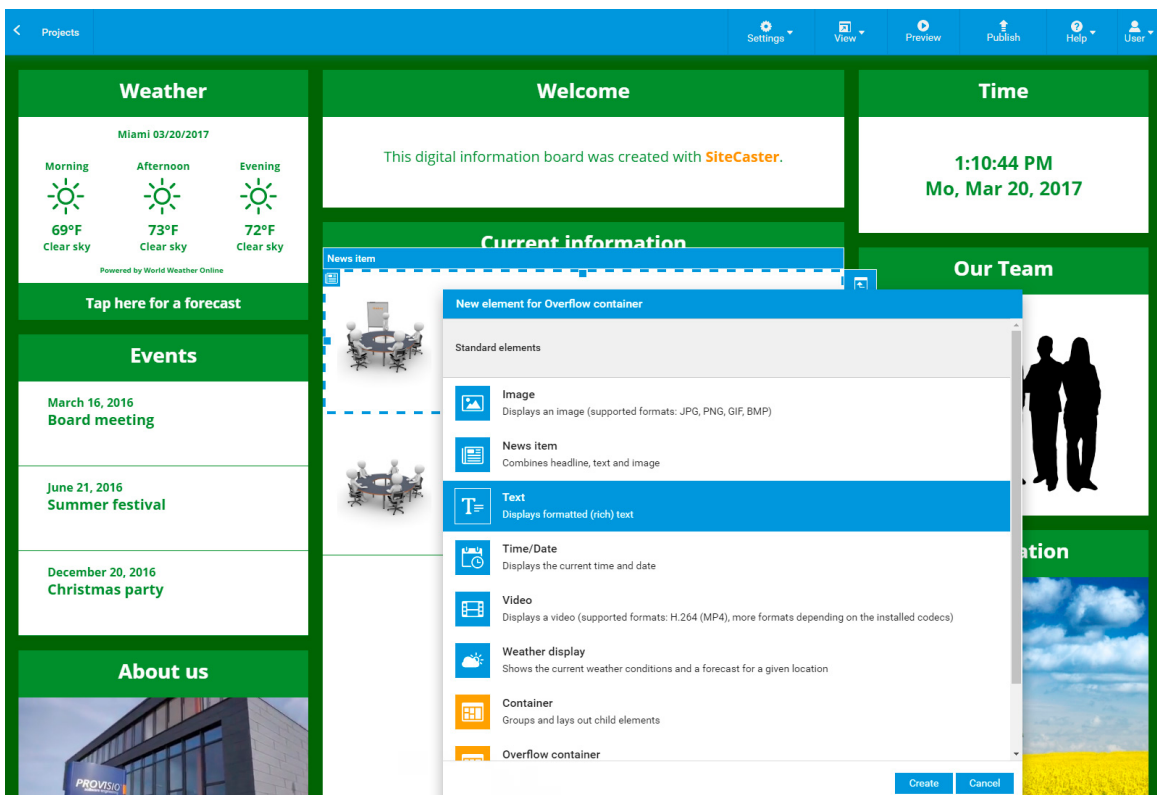
Housed in a turn-of-the-century mansion that once served as the residence of lumber baron William Joseph Bell, The Art Gallery of Sudbury shows contemporary works. And the Sudbury Basin, formed 1.8 billion years ago, is the third-largest known impact crater on Earth, as well as one of the oldest.

So as Greater Sudbury becomes one of Ontario's, and Canada's, most popular tourism destinations, the city needed a way to easily communicate information to visitors about what it has to offer.

The Solution

To accomplish its goal, the city of Greater Sudbury deployed four 42-inch touchscreen displays around town, with one at the city's airport, one at a local hotel, one at the Science Center and one at a major retail location. After evaluating a variety of software packages to manage the content on those displays, the city chose SiteKiosk from PROVISIO.

"After conducting research on our options and testing them out, SiteKiosk was the most reliable and easiest to use," said Serge Aubin, Web administrator/developer for the City of Greater Sudbury.

SiteKiosk allows deployers to securely present Web-based content such as HTML, Flash and videos on kiosks, restricting access to the operating system, system settings, files, folders and applications. The kiosk is protected against unwanted manipulation from bootup to shutdown.

SiteKiosk along with PROVISIO's SiteRemote software enables administrators to manage machines remotely, allowing them to view the status of terminals, update content and perform maintenance operations from a central workstation. In addition, the software provides a number of customizable usage analytics, including usage statistics and hardware status. SiteRemote is available in either a cloud-based or server-based version.

"If a tourist is looking for a hotel, a restaurant, where to shop or information about one of the city's attractions, they can pull it up on the display and find out more," Aubin said. "We're basically running the city's tourism website on the displays. Any time we make a change to our site it automatically updates on the kiosks."

The Results

The touchscreen displays have been in use for five years and are still going strong.

SiteKiosk allows Aubin to lock down the browser running on the displays, preventing users from accessing unauthorized content. In addition, PROVISO's SiteRemote software lets him monitor the displays and be alerted if a problem occurs.

Aubin receives reports on which pages on the site are the most popular and which aren't being used much, allowing him to make content choices that will improve the user experience.

The kiosks have been so well received by users that the City of Greater Sudbury is in the process of testing the use of Samsung tablets that would be deployed in locations such as hotel lobbies and other locations that may not have the space to devote to a large interactive display. Tablets could be mounted at the check-in desk or on freestanding displays for easy access.

And PROVISIO's SiteKiosk and SiteRemote will serve as the foundation for that expansion.

"Using SiteKiosk and SiteRemote has been a good experience for us," Aubin said. "I like the fact that I can monitor the kiosks from anywhere, out of my office or even out of the country."

About the sponsor:

With offices in the United States and Europe, PROVISIO is a market-leading software development company providing turnkey secure kiosk, digital signage software and remote management solutions. PROVISIO products are marketed in more than 50 countries.