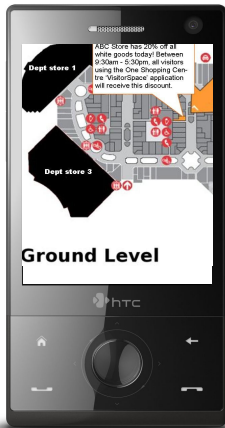




TAAP software allows shopping centre managers and marketers to take advantage of technology at a low cost. Our applications work via mobile devices, touch screens, kiosks, and secure websites, so you can choose the technology that suits your requirements.



Examples of software and technology



VisitorSpace allows a map of your centre to be downloaded to visitors' mobile phones. Retailers can specify promotions which will pop up on the map in message format, when the visitor comes into proximity with the store. For more details on how this works, please see TAAP's VisitorSpace data sheet.

Touchscreen technology is now much more affordable and can be used by shopping centres to create interactive store directories with promotions attached to specific stores, or to capture data directly from customers. TAAP's user-friendly interfaces allow customised templates to be shown on screen depending on your required usage.

Benefits

Using technology and dedicated software applications to promote your shopping centre could:



Increase footfall and dwell time -

visitors can download a 'TAAP VisitorSpace' map of your shopping centre to their mobile device. Retailers and visitors alike will benefit from immediate and up to date promotions delivered in real time.



Improve repair & maintenance services and eliminate paper -

send jobs out to maintenance team's PDAs. When completed, data is sent back directly for you to view.



More interaction opportunities

with customers and retailers, through touchscreens & PDAs.



Promotional revenue boost

through new innovations you can offer to experiential event promoters.

Features



Capture data about your consumers directly at the centre - by using touch screens as user interfaces which capture customer data, you can collect data and target customers in future marketing activities.



Promote offers from retailers almost immediately - retailers can add new offers quickly as user-interfaces are designed for shopping centre managers to control easily.



Maintenance & repair teams receive jobs via PDA - this can speed up repairs, help to collect information relating to maintenance issues, and allow photographic evidence to be saved to a form.



Experiential promotions marketing - innovation will help to attract more business as experiential event staff can use it to their advantage and you can create a revenue stream from it.