

COMMUNICATE



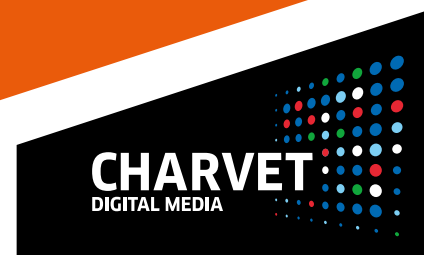
GUIDE



CONNECT



iGirouette®
MOVE IN REAL LIFE ■



iGirouette®
Revolution

Imagine...
Your information geo-located and displayed in real time,
Everyone able to ask on site for their ways to their point of interests,
Urban signs in interaction with social networks,
Your directional signs able to display locations - travel mode - duration and distances, to answer mobility issues.

Tomorrow, is today with iGirouette®.

« True Pulse of the City, iGirouette® accompanies people along their journey, showing the ways to points of interests, events and services. iGirouette® applications are infinite for every kind of places.
Now it's your turn, to write your street digital story! »

> **#Digital innovation that serves everyone**
New urban practices, changing consumer habits, changing uses and services, green issues.
Facing these new challenges, Smart Cities programs are on the way to find urban, social, technological and environmental solutions.
To succeed, the strategy consists in making the citizens and users, spots of their program. So information towards and shared by people is more than ever the key to make the city change.

> **Live information**
Multi-connected, citizens expect to find in town and public areas, easily and quickly, useful or fun instant information.
To answer that trend, directional sign needs a new start.

With iGirouette®, bring a new breath to your communication.



ULTRA CONNECTED PLANET

1.2
BILLIONS OF SMARTPHONES
SOLD IN 2014
(Source: Gartner – 2014)

200
BILLIONS CONNECTED DEVICES
BY 2020
(Source: Gartner – 2014)

20%
OF PEOPLE OWN
AT LEAST 3 SCREENS
(computer, phone, tablet)

> **The first social network is the city!**
Thanks to its feeds connections (traffic information systems, available bike parks, events calendar, ...and even feeds from social networks), iGirouette® is able to display in real time information that makes city, and other locations like shopping mall, university campus, exhibition or leisure park, alive !

> **A clever signage**
Each iGirouette® displays in real time locations, time to go, distances, and travel mode. It also allows to schedule and display messages (text, logo, animation).

> **Multilingual messages**
Connected to Internet feeds and social networks*, iGirouette® is able to identify languages, and can change messages according to these inputs.

* According to a predefined message list



> **A dedicated mobile application to interact with citizens**
A downloadable mobile application* on line or through QR code allows to connect to iGirouette® from your smartphone, tablet or computer.
* Available for Android, iOS and Windows Phone

> **With iGirouette®, re-connect with real life**

- Are you looking for a location, an event?
Download the App, accept geolocation and connect to iGirouette®. Choose a category, for example, practical services, shops, bars, hotels, restaurants, live shows, city tour, conferences, next attraction close to me... Choose your destination - a color indicator will be provided - then click on "Follow". Put your smartphone back in your pocket. Once you approach, iGirouette® recognizes you, changes its color to your color, and displays the selected place, service or event. Then the arrow points towards your destination, indicating travel mode, time or distance.

- Passing by the iGirouette®, you are interested to know more about events displayed?
Thanks to the QR code on the mast, you can download the application. Connect, find your event details, then click on follow.

Let yourself be guided!

« With its content service offer and social dimension, iGirouette® creates great emotional values and enhances user's experience »





An Innovation By Charvet Digital Media

Market leader in LED displays connected communication tools, Charvet Digital Media shares its know-how and expertise with its clients, for more than 35 years. Seeking digital communication solutions that connect to a world in constant evolution, the company innovates continuously in terms of technology, design, and easy to manage solutions.

iGirouette® is the result of this ambition

A the beginning of the project, there is a meeting between Charvet Digital Media and Bliin, a young company that conceive and realize connected objects to answer tomorrow digital uses. Charvet Digital Media engaged with them to conceive, develop, industrialize, and sale iGirouette®, and asks famous agency EDDS Design (France), to think iGirouette® appearance.

www.igirouette.com



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CHARVET
DIGITAL MEDIA



At the cutting edge of technology

> Double sided LED displays

iGirouette®, features 2 double sided LED directional arrows that display different messages (text, logo and animation)

> Two arrows rotating about their central axis

- Each arrow is independent and positions itself in 15s maximum.
- Complete rotation, from 0° to 360°, with a +/- 2.5° precision
- Message duration is customisable



Charvet Digital Media accompanies you from A to Z, from pre-sales studies, installation, to maintenance and on-site warranty directly or through our local partners, to ensure long term quality.



> Easy installation and clever maintenance

- iGirouette is powered by 220V (250W),
- Complete remote maintenance,
- Switch on and Switch off button inside mast,
- Arrows are nesting on mast, which allow rapid replacement.

> Pure design

iGirouette®, registered model, property of Charvet Industries SA, and patented technology, has been designed by renowned designers (EDDS Design, France). Its silhouette offers a unique look that fits into every outdoor or indoor environment. Each arrow is surrounding by a light field that changes colors when iGirouette® identifies a user passing by.

> An open System for customized project

Do you want to develop specific uses, and connect iGirouette to your information system? We put at your disposal development and programming interface, for auto-monitoring and custom made project.

> Easy and secured management system

Charvet Digital Media has developed a software dedicated to iGirouette® that allows to:

- Schedule and allocate messages to one iGirouette® or a group of iGirouette®,
- Create events with associated content (text, logo, animation) and google Maps localization,
- Monitor iGirouette® through wired network or 3G,
- Send message in real time,
- Manage mobile application content, to allow passersby to access information in regards to events and be guided to the desired location.



PRAC TICAL INFOR MATIONS

Turnkey solutions including 1 mast and 2 double sided arrows

Colored LED displays
Display size: 768 x 192 mm
4,096 colors
Color changing light field

Thermoformed arrows
Shapely mast in extruded aluminum
Overall height: 3,741 mm
Diameter: 140 mm
Arrow size: 1,010 mm x 275 mm
First arrow is positioned at height of 2,565 mm

Backlighted Masthead in unpolished Plexiglas

iGirouette®: EC mark

Resistance to weather conditions

iGirouette® is a registered model,
property of Charvet Industries SA.
Patented technology.

