VIAGUIDE

Public Guidance and Customer Flow Technology

# PUBLIC GUIDANCE AND CUSTOMER FLOW TECHNOLOGY

PRODUCT'S VIEW 2015

ABOUT US

Via Guide GmbH was established in 2004 as a joint venture partnership with the US American enterprise Lavi Industries. Via Guide is a subsidiary of the German Julius Cronenberg group. The company is more than 300 years of family ownership.

Located in Germany's largest industrial area, Via Guide finds the optimal production conditions on site. High production expertise coupled with innovation and product development and deployment of skilled personnel are the guarantees of quality products **„Made in Germany"**.

In-house production facilities as well as **product development** enable us to provide our customers with technologically sophisticated and proven solutions. This includes implementation of customer requirements and customized versions.

The excellent quality of our products is a guarantee of a high value and function stability even under extreme conditions.

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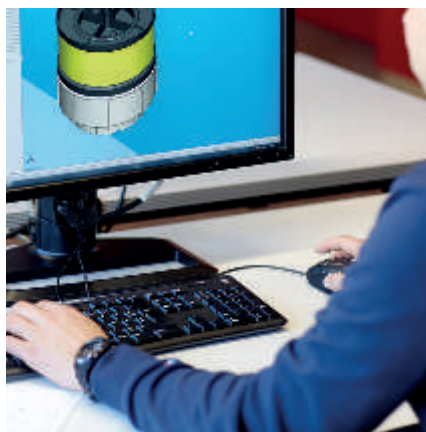
DAS PRODUKTPROGRAMM

The extensive product range is suitable for various
application areas such as:

GUIDING

Classical queue and
crowd control systems

DIVIDING

NeXtrac® - Dividing wall
systems, door and signage
systems, merchandising
and shop systems

SECURING

Beltrac belt posts, wall
mounted units, **JetTrac®
airport trolley, NeXtrac®**
dividing wall systems

MANAGING

Detection, measurement and
evaluation of passenger flow in the
queue management: **Qtrac iQ**

SURVEYING

Customer satisfaction
query system:
Qtrac Clean Control

BELTRAC® THE POST.

The 4-way Post. An extraction of the belt strap and three ports on a single post offer maximum flexibility and versatility in your queue.

THE BELT MECHANISM

THE BELT-END
The universal belt-end works with most other manufacturers' stanchions allowing Beltrac® posts to be used in almost any existing queue.

THE TENSION SPRING
Beltrac's embedded belt mechanism made of high quality, durable plastic with long life stainless steel spiral spring. Reliable and stable in function.

THE BELT
The webbing is made of durable and abrasion resistant Polyester fabric.

THE BELT RETRACTOR
Beltrac's slow belt-retract mechanism uses advanced visco-rotational damper, for a controlled belt retraction, thus ensuring even more safety.

THE BELT LENGTHS

Beltrac® - posts are available in two belt lengths:
Classic and Modern: 2.30 m – (Pipe diameter 70 cm)
Extend and Infinity: 3.70 m – (Pipe diameter 83 cm)
Wall Mount belt cartridges are available with belt extension lengths of 2.3 m up to 22.0 m.

THE TUBE

The standard in retractable belt crowd control stanchions. One-piece aluminium extrusion with our patented „dovetail" grooves for attaching and extension with accessories to customized interior walls and merchandising systems.

MOBILE POST

Immediately usable, it allows almost unlimited possibilities

BASE
Heavy duty cast-iron base for exceptional stability and excellent wear and tear.

FLOOR PROTECTIVE
Rubberized base to protect flooring from damage.

ASSEMBLY
Post-to-base connection with cam lever keeps your post straight. No tools needed.

MAGNETIC POST

The plate can be fixed either with a special adhesive film foil, or with a screw (only for 2 mm plate).

SIGH STABILITY
Peel force measured at 1 m height:
Steel plate of 1.5 mm thickness: 13 kg
Steel plate of 2.0 mm thickness: 16,5 kg

MAGNETIC BASE
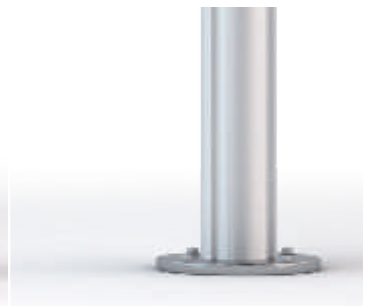Small diameter, easy to set-up and dismantle. Always aim at the same spot.

REMOVABLE POST

This post can easily be inserted into the floor mounting. When posts are not in use, a cover plate conceals the hole in the floor.

FLOOR SOCKET
The Floor Socket supports the removable post.

MOUNTED POST

The post base plate is mounted with screws directly to the floor.

PERMANENT MOUNTING
Posts are permanently secured using a surface-mounted flange.

BELT COLOURS & IMPRINTING

BELTRAC® belts are made of tightly woven polyester, optimized and proven for heavy duty applications.

Customization via digital imprint technology. In-house graphics and imprint department. We can always meet your needs and deadlines.

GUIDING

BELTRAC®

Public guidance systems are user friendly and easy to handle. They offer enhanced security, confidentiality procedures, simpler control and monitoring as well as an immediate visualization.

CLEARLY VISIBLE ACCESS AND EXIT OF THE QUEUE:
The optimal orientation creates a positive, organized impression at passengers and enables high efficiency, and significantly shortens perceived waiting times.
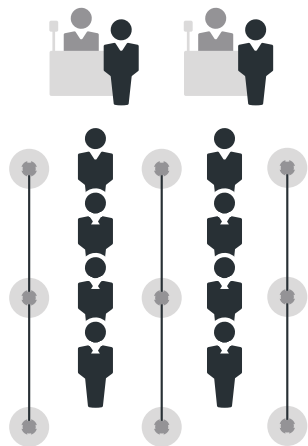
„MAKE IT A SINGLE"

Via Guide continuously identifies trends in many different areas all around the world . Whether airports, shopping malls or amusement parks, in most of the case studies, **the single queue is the favorite**.
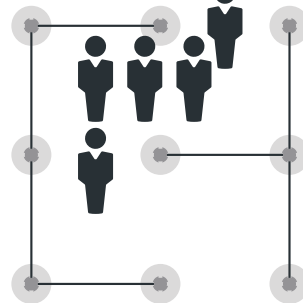
MULTIPLE-QUEUE
Two times higher probability of maximum waiting times: **lower customer satisfaction**.

SINGLE-QUEUE
Minimum probability of maximum waiting times: **higher customer satisfaction**.

SMART GATE

The Beltrac® standard post can be equipped with electronic rotational barrier Smart Gate, controlled by remote control. Thus, a lining shortening or extension by pressing a button is possible. The battery-based system can be installed flexibly and without power supply in combination with the magnetic base.
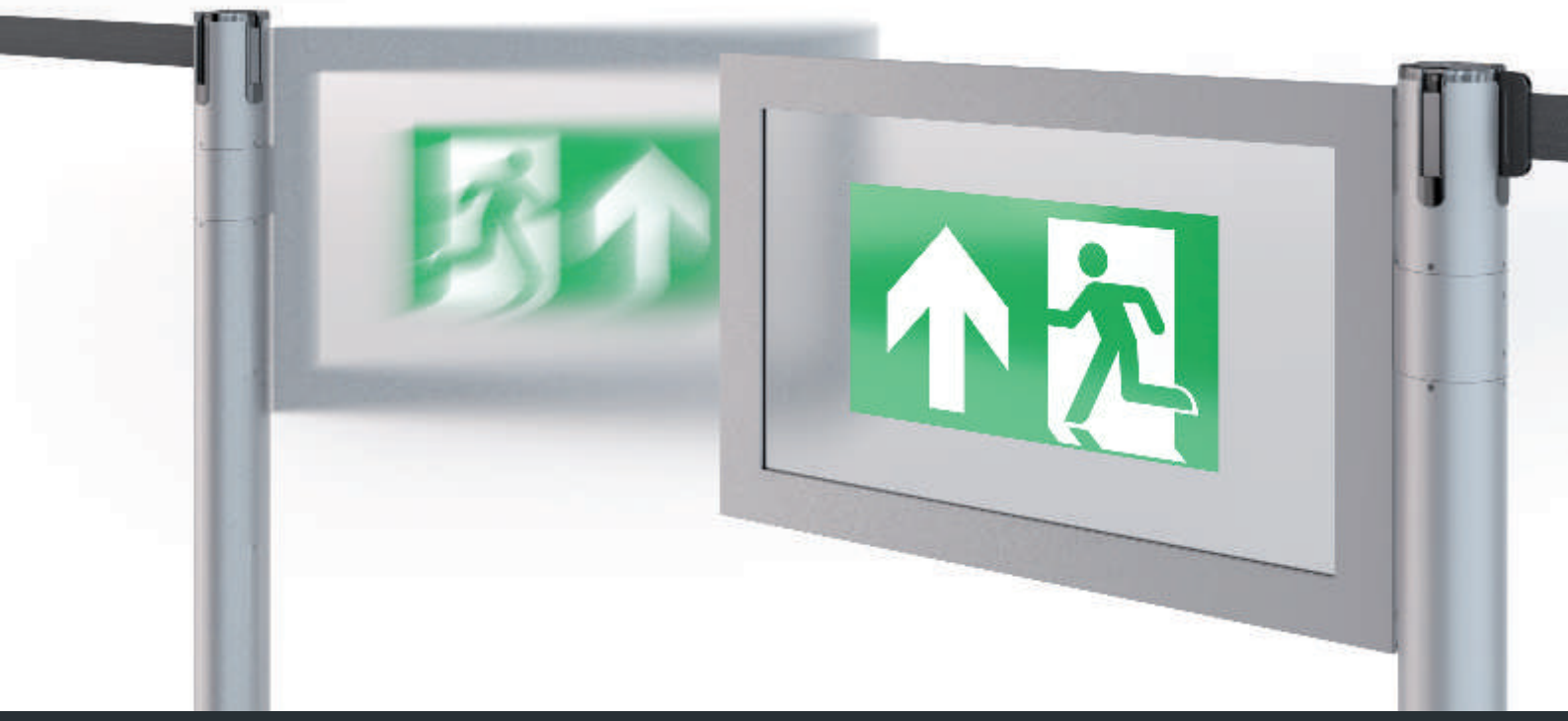
DIVIDING

NEXTRAC®

From the combination of Beltrac Classic/Extend post and their different mounting options with Beltrac Crossbar straight barriers or filling elements as acrylic glass, aluminium composite panels or banners, areas can easily be blocked off with low installation effort.

FILLING MATERIAL

Acrylic glass, acrylic glass as per B1 Fire Protection Certificate, aluminium composite panels and banners (with or without imprint).

DOORS

From permanently mounted dividing wall systems to doors with or without emergency exit function, the flexibility of combination possibilities allows to meet nearly any customer requirement.
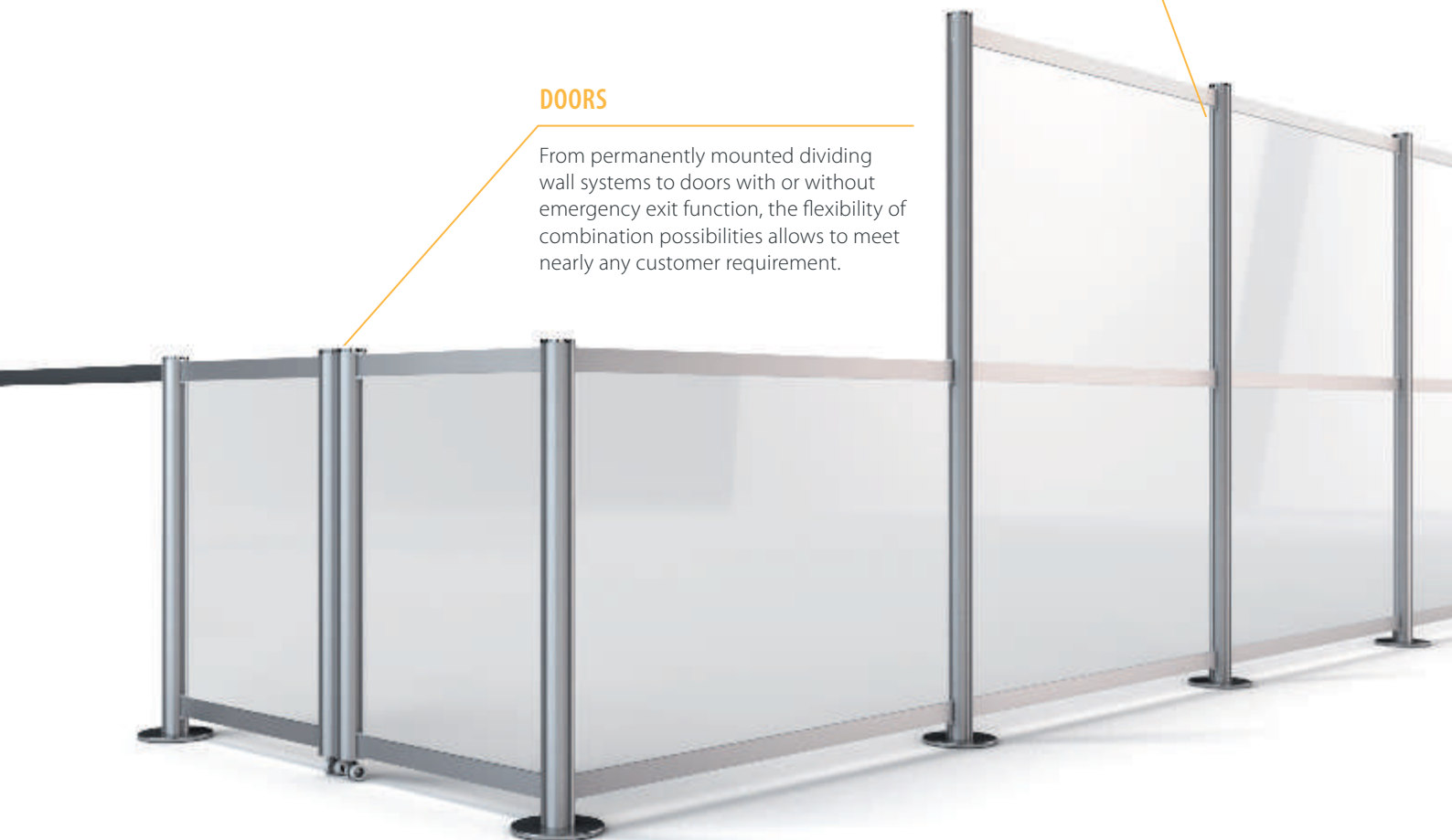
ATTACHMENT

By sliding down the attachment hinges in the post's grooves. Then tighten the screws with the allen key. The height can be adjusted as needed on installation.

HANDRAILS

Handrails made of various types of solid wood, to be used in waiting or entrance areas.

QTRAC IQ®

Turn your Beltrac® stanchion into a virtual turnstile. Real-time, intelligent queue management for more customer satisfaction, and optimizing of service levels and customer flow.

The built-in sensor uses dual infrared-based beam break technology and counts people as they enter, move through, and exit the queue. People are sensed and counted directionally with over 95% accuracy.
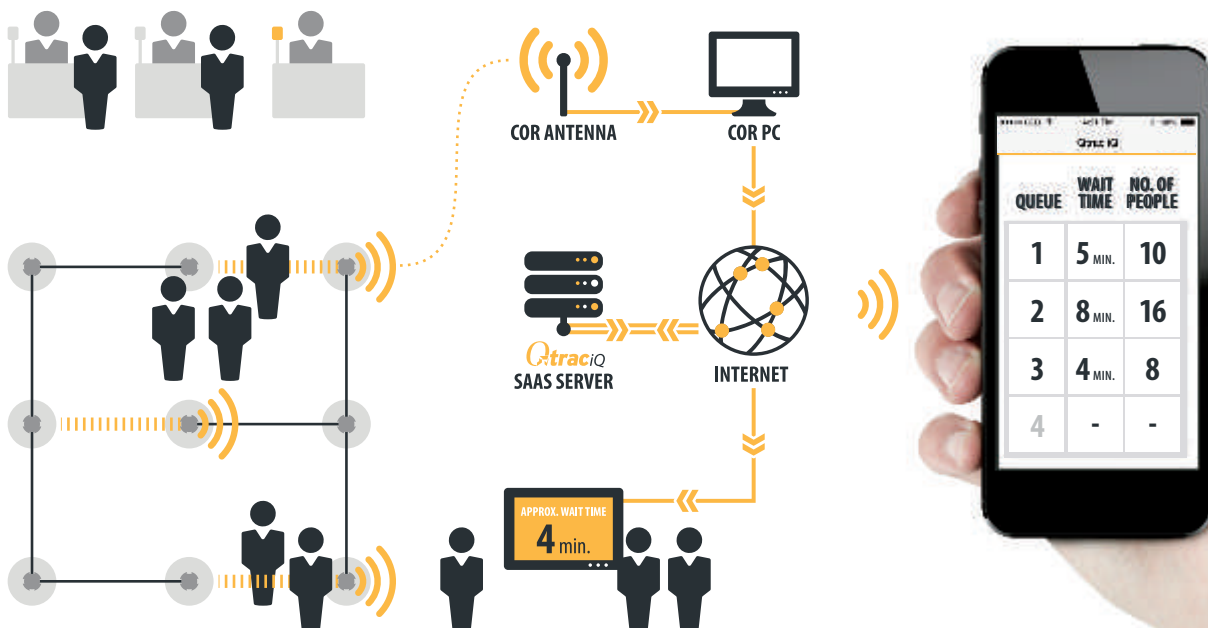
Qtrac iQ ®

POWERED BY **Qmetrix**

» built-in sensor
» sensor range 50 – 200 cm
» Zigbee® wireless technology
» battery pack runtime: 1 year

HOW IT WORKS

Wireless. Sensor-based technology. No cameras used. WLAN, Bluetooth.

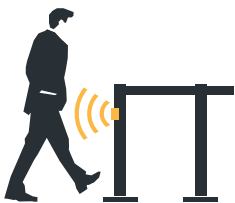COR ANTENNA

COR PC

Qtrac iQ
SAAS SERVER

INTERNET

APPROX. WAIT TIME
4 min.

QUEUE	WAIT TIME	NO. OF PEOPLE
1	5 MIN.	10
2	8 MIN.	16
3	4 MIN.	8
4	-	-

Your current waiting time:

9 min.

MEASURE
WIRELESS CONTROLL, EVERYWHERE

Queue length
Passenger flow in real time
Waiting time
Service time
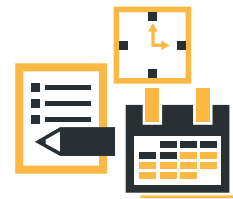Number of transactions

MONITOR
PERFECT OVERVIEW, ALWAYS

Access from any internet browser
Integrates with existing IT assets
Cloud-based SaaS application
Mobile-ready
Rapid deployment

MANAGE
PLAN PRECISELY, NOW

Forecasting:
Passenger arrival
Service times
Waiting times
Personnel requirements

WE KNOW WHEN YOUR PASSENGER WILL ARRIVE

Continuous measuring of people accessing the queuing system allows high quality forecast of true passenger arrival and consequently efficient ressource planning. Via Guide provides the complete solution by **Qmetrix**, from reaction to action.

ASSESS CUSTOMER FLOW IN REAL TIME

Data collected by the sensors is transformed by powerful algorithms Qmetrix® to deliver a real-time view into your queues for customers and dispatchers on screens or mobile devices (Smartphones, tablets, etc.).

Map activity in the queue and service areas.
Gauge overall speed of service.
Predict backups before the lines get too long.
Count people as they enter or exit.

Wait time SECURITY CHECK:

8 min.   GO TO   16 min.

TERMINAL A   TERMINAL B

SURVEYING

DEMAND-DRIVEN CLEANING

Cleaning and feedback facility management solution for improving customer service.

THE SURVEY TOUCH SCREEN

» Collects and reports customer feedback in real time
» Different feedback options possible
» Displays last cleaning time
» Adaptable user interface
» On-time troubleshooting
» Clock in/out for cleaning
» Flat surface mounting

THE CEILING SENSOR

» Detects users anonymously
» Directional counting
» Simple ceiling mount
» Unobtrusive appearance
» Data transmission (WLAN or GSM)

QTRAC CLEAN CONTROL IN ACTION

SCENARIO: GUEST

Ceiling sensor counts the number of persons using the facility. Customers can give feedback on the QCC feedback terminal in seconds when leaving. By evaluating the frequency and customer feedback, the cleaning **frequency will be adjusted as needed.**

SCENARIO: CLEANING STAFF

With the PIN-based or RFID token-based log-on/log-off option, the system records information about service times of cleaners. When the cleaner logs off, last cleaning time appears on the display of the touch screen. A second staff-user level is used to register online for any damage or repair.

This contributes to the fact that the **complete facility management and maintenance** can be done efficiently without paperwork.

INTERNET

SENSOR

TOUCH PANEL
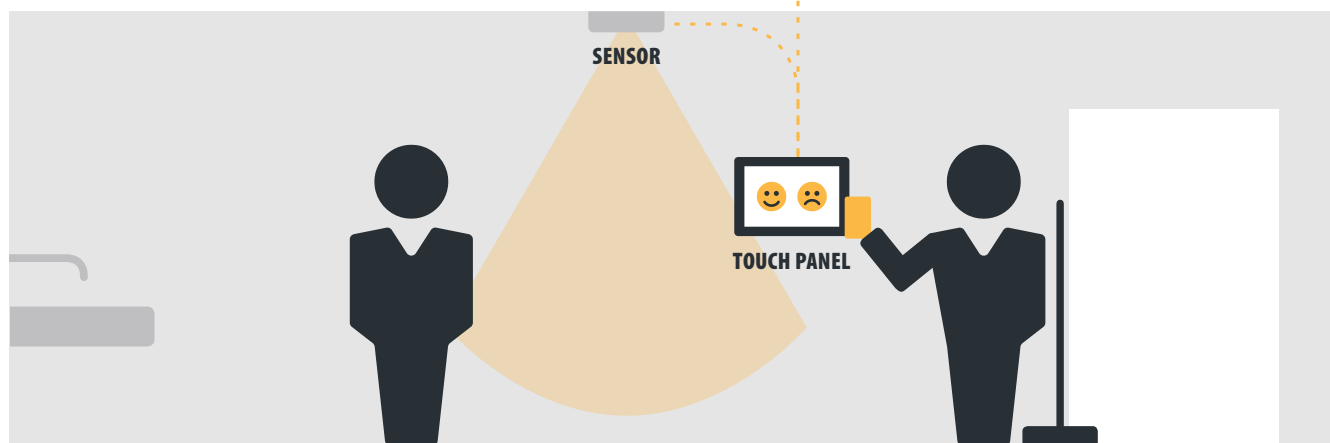
FROM REACTION TO ACTION

The services management uses real-time information and a dashboard on a smartphone or on a screen in the ops center, meaning it is all web-based and flexible, and can be tailored for different user groups. Even the third-party service providers can get a selected view to support more efficient processes.

Customers have the choice: they can either run their own Qmetrix server or let Qmetrix do the job. The system can handle multiple user groups (cleaners, supervisors, analysts, third parties, etc.). The dashboard's artwork can be changed easily and on the fly without interruption of service and from a central location.

DASHBOARDS AND REPORTS TURN GUESSING INTO PLANNING.

Powerful, customized reports and dashboards provide simple to understand, actionable data and forecasts for optimizing the cleaning frequency.

GUEST COUNT

Entrance C

Southern Corridor

CONTROLLING

FLOW CONTROL

"Soft" access control (e.g. lounges, or bag drop queues).
Wireless Queue Sensor attached to boarding pass reader.
Detects passengers who pass entry although they have not
scanned or they were denied.
Flow Control gives acoustical and/or optical alarm and can
easily be moved for charging.

TYPICAL APPLICATIONS:
» Lounge access
» Bag drop queue
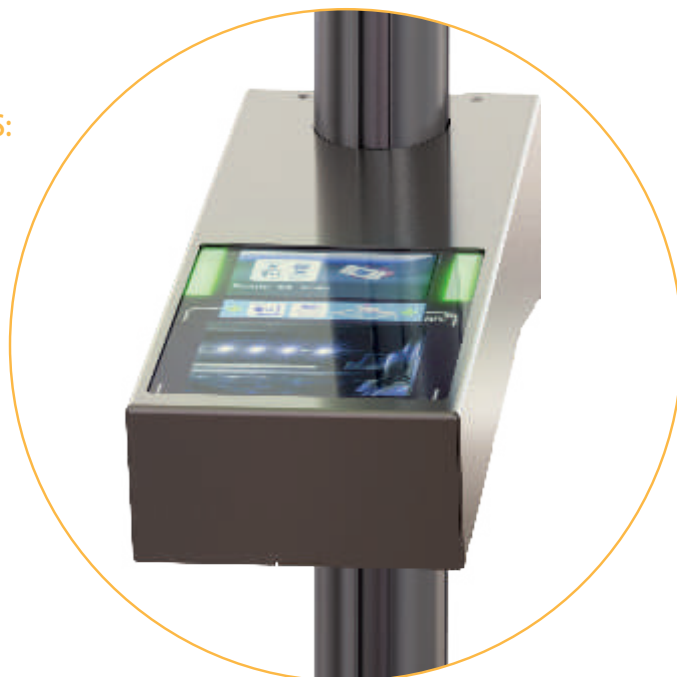
JETTRAC®

The JetTrac clearly defines safe areas for passengers during boarding as well as quickly closes off dangerous areas. Designed for outdoor use in all weather conditions.

THE BELT MECHANISM

Durable and weather resistant belt mechanism with a total length of 22 m.

READY FOR ACTION

Easy handling due to a low centre of gravity and self-contained, easy moving wheels. Very large areas can easily be blocked off by a single person within minutes.

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