

Holistic Healthcare Navigation
Integrated Signage + Digital Solutions

exit
purple

Holistic Indoor Navigation

Combining the Physical & Digital

purple

Founded in 2012, Purple provides the industry's most comprehensive, flexible and proven indoor location services platform. With our solutions in over 60k venues worldwide, Purple specializes in delivering indoor location services solutions for healthcare, retail, hospitality, attractions and transport. We do this to help businesses grow, increase customer loyalty, and enhance visitor experience.

exit

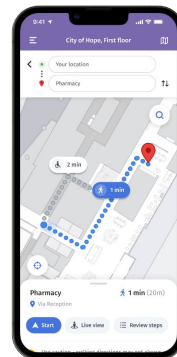
Exit Design is an experience design and strategy firm that designs connections between people, information and environments. Exit produces comprehensive wayfinding and signage systems to help Healthcare organizations promote their brand and enhance their patient experience. Through an Experience Assessment process, Exit uncovers the challenges and provide holistic wayfinding solutions.



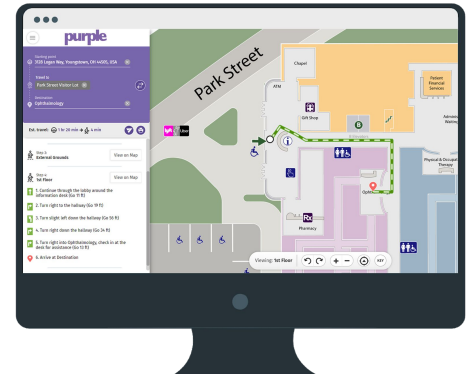
Outdoor Signage



Indoor Signage



Blue-Dot Mobile App



Wayfinding Web Solution

Our joint solutions delivers a robust toolkit to provide you with an end to end holistic indoor navigation Solution:

- Wayfinding methodology
- Language of direction giving
- Pre-arrival web based directions
- Exterior Signage
- Mobile blue-dot wayfinding
- Interior Signage

Comprehensive omnichannel navigation

Solution Benefits

System of total Support

A suite of tools to offer an end to end solution, from establishing wayfinding language to establishing physical signage and digital directions.

C-level Decision-Maker Support

Exit Design and Purple both bring the experience of working directly with your C-suite to build consensus and aid in decision making

Adaptive to Existing Systems

Integration with Epic and other EMR platforms means the whole system is closely integrated with patient care records and communications

Cost Effective

Reducing cost with reduction of hardware needed – Our Wayfinding solution requires 80% less hardware than other solutions, which reduces costs substantially

Simple Deployment

With a large reduction in hardware requirements, the hardware element is dramatically reduced.

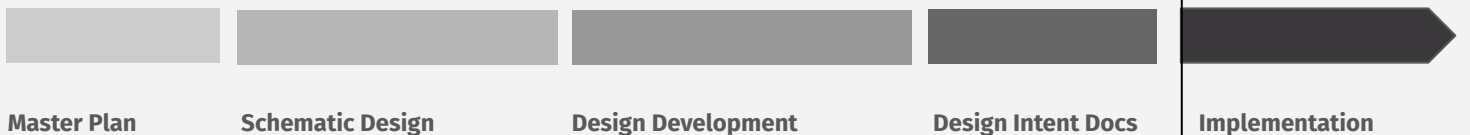
Enhancing Customer Experience

More than 800,000 directions are given each year within a 1 million square foot medical center, and 60% of patients and visitors have made it clear that they want a more digitally inclusive experience

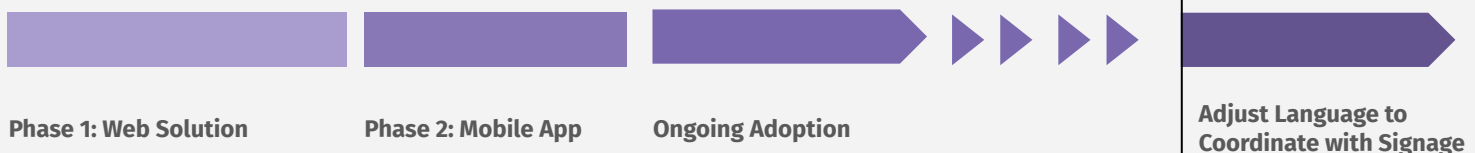
Starting Signage & Digital Together

Short blurb narrating

Wayfinding Signage Process



Digital Wayfinding Process



For more information
www.purple.ai
www.exploreexit.com

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