

Roanoke Public Libraries' Valley View Mall e-Branch

Roanoke Public Library Recognized for e-Branch Library



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I'm proud to share the news that The Roanoke Public Library has placed second in the International Council of Shopping Centers international competition with our 3MTM e-Branch Library at The Valley View Mall. The award is presented for both functionality and design of Kiosks in Malls throughout the world. High-tech, yet warmly inviting, the Roanoke e-Branch Library provides Internet access to the area's public library system, book lockers for pick-up and a book drop for returns. The e-Branch Library, which was opened in October of 2007, also won the annual Virginia Public Library Directors Association "Outstanding Service Innovation Award."

I believe people need more convenient options. After a year-long study of the city's library system -- it was determined the role of the library has changed. The library needed to extend its services somewhere we weren't providing service now. The e-Branch allows people to pick up and drop off their books, CDs or DVDs while shopping at the mall, all without visiting a library building.

The kiosk delivers voice and data from the 17-inch high resolution touch screen. Pre-programmed telephone dialing software allows the user to connect directly to the Reference and City help desks. A customer can pick up the attached phone to speak immediately with a Reference librarian at the library and receive documents from the library reference desk directly to the kiosk via e-FAX. Books can be reserved from the kiosk via an interface with the library's Sirsi system. Included on the Valley View e-Branch Library kiosk is information on local shopping, movie times, government information and specially designed sites in Vietnamese and Spanish.

The Roanoke Public e-Branch Library is the first of its kind in the nation, and has been featured on ABC television as the most innovative method of library service available. It is the first fully unattended branch library. The e-Branch Library is the first "ATM" machine for information where customers can gain access to electronic databases, government information, the library's catalog and much more.

Using the e-Branch Library is simple, and we in the library feel it will encourage more people to see what the library has to offer. We're looking forward to opening our second e-Branch Library in June in the Cities Parks and Recreation Building in Garden City. Since its Grand Opening, our e-Branch Library in the mall has recorded over 20,500 individual sessions.

Best Kiosk Display

Retailer's kiosk: Red Ribbon BakeShop

Retailer: Tommy Y. King

Location: The Shops at Tanforan, San Bruno, CA

Devel./mgmt.: General Growth Properties

Entry submitted by: Irene Wu, GGP

Red Ribbon uses a rich yet lively red accent on the cash wrap that coordinates with the subtly lighted signage overhead and the product packaging on the shelves. An island extends the footprint of the kiosk, creates a channel to bring customers inside and gives the retailer a chance to showcase a few key products. Overhead, a curved, aluminum menu board in silver and black flows with the circular canopy and matches the kiosk finish and "BakeShop" type, which pulls the color scheme together nicely.



Retailer's kiosk: Roanoke City Library e-Branch

Retailer: Roanoke Public Library, Sheila Umberger

Location: Valley View Mall, Roanoke, VA

Devel./mgmt.: CBL & Associates Properties

Entry submitted by: Kendall Hurt, CBL

Visual merchandisers: Timm Jamieson, Mark

Shelton, Charlie Anderson

High-tech yet warmly inviting, the Roanoke City Library e-Branch provides Internet access to the area's public library system, book lockers for pick-up and a book drop for returns. The color scheme draws from Roanoke City's logo, far left, and then goes further with dynamic swoops of color too big to ignore. Small but key accents, a swatch of neutral fabric overhead and rug below, work very effectively give the library patron a sense of place.



Retailer's kiosk: Wow Smile Express

Retailer: Irvin Joseph

Location: Miami International Mall, Miami, FL

Devel./mgmt.: Simon Property Group

Entry submitted by: Wendy Chao

Visual merchandiser: John Morales

This Wow kiosk caught our judges' attention for its clean and open spa-like feel. A refreshingly color scheme and attractive



http://specialtyretail.com/issue/2008/04/merchandising-and-marketing/visual-merchandising/visual_victories_marketing_awards/