Rendering Big Ideas at CRRL

When Central Rappahannock Regional Library (CRRL) decided to migrate to new, state-of-the-art self-checkout hardware, Marketing Manager Sean Bonney and his creative team rolled up their sleeves and began planning. Sean and his team build 3-D displays regularly to promote library programs and services and they saw a perfect opportunity to build something similar for the X11 self-checkout machines.

CRRL, located in Fredericksburg, Virginia, has offered self-checkout for quite some time and was ready to replace their existing machines with newer technology. After careful consideration, the Library decided that EnvisionWare's X11 line of hardware, in combination with EnvisionWare's OneStop™ self-service software, were the right fit for CRRL. The Library is installing 20 X11 Countertops and 10 X11 Vending Kiosks with eCommerce capabilities throughout 10 locations.

ENVISIONWARE PRODUCTS IN CENTRAL RAPPAHANNOCK REGIONAL LIBRARY
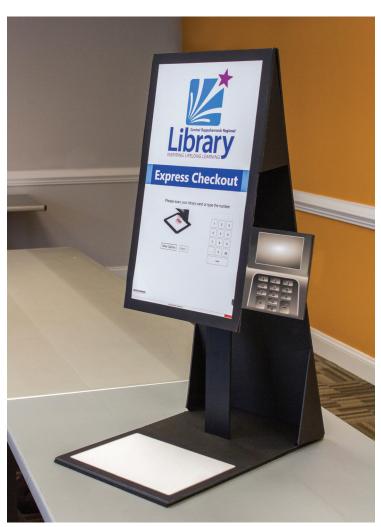
EnvisionWare® RFID Software Suite™

OneStop™ Self-service Software

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With such a large-scale rollout, the 3-D rendering was designed to enhance staff awareness and support training by giving everyone a preview of the during a series of staff meetings. The model is built to scale and made out of foam core with a PVC base to make it easy to carry. "With the model, staff have been able to get a feel for the machine long before installation which should give everyone a level of comfort prior to the migration," said Chris Glover, CRRL's Assistant Director for Information Technology. "We've also posted photos in our newsletter and given presentations at all of our branches about the upcoming rollout."

As an added benefit, Glover has used the rendering to help determine where in the libraries to put the machines and whether any adjustments need to be made to the counters or areas around the self-service stations. "It's a lightweight and practical solution for pre-planning since it's easy to carry," said Bonney. "We tried to make the machine look as realistic as possible for staff to see how things work and to enable us to see what the machines look like aesthetically in various locations."

In addition to the rollout, CRRL has a robust marketing rollout plan for the public, including bookmarks, flyers, instructional materials and in-library signage – promoting the new services inside and out.

3-D Rendering of X11 Countertop
for internal training and awareness