



WayFinder™ Today+™ Welcome+™ Booking+™ ActivityView™

Wayfinding – A great wayfinding solution always shows you where you WERE, where you ARE and where you’re GOING...

... using the wayshowing means you find most beneficial and useful in your journey towards your destination!

Different people have different needs, different behaviours and different capabilities. A great wayfinding solution and strategy has to support is all!

The question is - How many of those disciplines, needs, different behaviours and capabilities does conventional signage cover?

A successful wayfinding solution will convey the right information, clearly and concisely, to help people find their way to a specific event or destination.

AskCody helps you improve the wayfinding experience and increase productivity by enabling you to bridge the gap between conventional static signage and dynamic and digital wayfinding information technology.

AskCody helps you to cover all digital wayfinding aspects in the *wheel of wayfinding* and helps you to provide a perfect wayfinding solution.

➤ **Wayfinding?**

“Wayfinding is a cross-functional discipline covering signage, graphics, architecture, landscape, exterior-, interior-, industrial-, and information design, printet media, and interactive media, and has become an essential requirement of twenty-first-century building and environmental design. At AskCody we provide the full digital wayshowing suite.”

- Allan Mørch, CTO, AskCody

“Wayshowing relates to wayfinding as writing relates to reading and as speaking relates to hearing. The purpose of wayshowing is to facilitate wayfinding. Wayshowing is the means, wayfinding is the end.”

- Per Mollerup, 2005