

Case Study: Dow Kiosk

Background

At Dow Chemicals Australia, Altona plant, all site visitors are required to go through a safety induction process prior to entering the site. This was basically a viewing of a 10 minute safety video on an old VHS player. Needless to say, visitors would often skip through the video at worse, or at best would not retain or understand much of the information conveyed in the video.

Dow was looking for a newer way to deliver the induction with high visibility and effective communications whilst ensuring a much higher level of information retention. After all, safety of the visitor and the site were of paramount importance to Dow.

Of secondary importance was the potential insurance issues of allowing site visitors to enter without some level of standardised safety understanding. Dow needed a solution that was:

- cost effective to implement yet exciting in communicating their messages;
- robust as many users per day are required to utilise the system (24x7);
- logged & audited for all visitor information including their induction performance;
- quick & effective in conveying induction results to security;
- no reliance on human supervision;
- expandable for future upgrades and features.

Solution

A touchscreen kiosk was built to house the PC delivering a full screen MPEG video to directly replace the VHS video. At the end of the video, visitors are requested to input their details and then 10 random questions are prompted to test their understanding of the contents and hence the Dow Safety procedures.

MMP collects and stores the data as an insurance log and also transmits the visitor's performance to a PDA on the internal WIFI network. As well as WPA encryption, MMP's 2048 bit digital certificate fully protects the transmitted data. The security guard is then able to view the results instantly and allow or disallow the visitor based on what the PDA displays. They can rest easy knowing MMP has fully validated the visitor and their performance already.

Benefits

Dow was very impressed with the delivery and performance of the system. MMP was able to meet every requirement Dow have put forth. From video display and touchscreen, to questionnaire and video prompting to real-time results and database logging of visitor performance MMP has handled these issues with ease and reliability in a security-sensitive manner. The time and costs savings and potential insurance liability savings have pushed the boundaries of interactive kiosks and ultimately, delivered quantifiable results to Dow.

