



Experience the possibilities of immersive engagement.



INNOVATE.

ENGAGE.

ENHANCE.

EDUCATE.

The UX Edge™ is an innovative customer experience solution created by Argent Associates. The innovative interactive digital touchscreen platform offers a unique engagement user experience for the walking public and expo and/or sports arena attendees. Created initially as a Smart Cities solution, Argent has deployed in well-suited locations including at events, trade shows, sports arenas, airports, parks, corporate campuses, entertainment venues, universities/colleges campuses, multi-use developments, and other similar environments.

CORE SOLUTIONS



Digital Engagement

- Customizable Content
- Directions/Maps
- Virtual Tours
- Dining/Shopping Near By
- Contests w/Prizes
- Art Gallery
- Selfies
- Games, Trivia
- Multilingual
- Surveys
- Live Stream Entertainment
- Transit Schedules
- Local Events
- Things to Do and See
- QR Code Purchases
- Merchandise/Food Purchases
- User Friendly
- Infinite Possibilities



Information & Services

- Product/Service Promotions
- Explainer Videos
- Customer Service Support
- Appointment Scheduling
- Advertising
- Job Posts
- Customer Surveys
- Town Hall Meetings
- Venue Branding
- Local Business Near By
- Help and Assistance
- Live Stream Messages and Announcements
- Security Alerts
- Safety Instructions
- Wait Lines Status
- Partner Highlights
- FAQs



AI Metrics

- Viewership/ Impressions
- Gaze Rate
- Gender
- Age Group
- Most Selected Buttons
- Survey Results
- Advertising Metrics
- Environmental Analytics

Average UX Edge™ Impact

47.08K Monthly Viewership	31.00K Impressions	66% Gaze Rate
64.2% Women	35.8% Men	55% Young Adults
23% Adults	22% Youngsters	

NAICS CODES

- 541330 - Engineering Services
- 541511 - Custom Programming
- 541850 - Outdoor Advertising
- 711320 - Event Promoters





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Why UX Edge™?

- **Innovative approach to touchscreen technology**, leveraging advanced materials, sensors, and algorithms to deliver superior performance and reliability
- **Customizable Content with Strong focus on the user experience**, with a deep understanding of how people interact with touchscreens and a commitment to engaging content
- **Flexible and adaptable**, tailored touchscreen solutions to the unique requirements of each venue
- **Easy branding design** for wrapping with local art, venue logo/graphics, or eye-catching graphics
- **Metrics** that track and provide AI reporting without invading the privacy
- **Commitment to Next Generation STEM Education** through Kiosk Gaming Challenges and Educational Sessions

Past Performance

- **SUCCESSFULLY DEVELOPED AND DEPLOYED TOUCHSCREEN TECHNOLOGIES** for leading venues in cities, sports arenas and town squares.
- **CONSISTENTLY DELIVERED PROJECTS ON TIME AND WITHIN BUDGET**, with a strong focus on quality and audience satisfaction along with enhancements and general maintenance support.
- **NEXT GENERATION EDUCATION** using Kiosk Video Gaming (KVG) NBA24K and Educational Seminar at three Dallas ISD schools. Results: 77, 60+, 80+ students. 4 winners each session, 3 summer interns. Supported by AT&T, Texas Instruments, Fortress, Asociar, Argent Associates and several MBE leaders.
- **EXPO PARTICIPATION**. Provided customized content including surveys and branding for expo participants, AT&T, BCBS, DFW MSDC, Argent Associates EV Charging Oasis, DFW MSD HARD HAT Construction Expo, Frisco Chamber of Commerce Innovation Awards, Palestine Hot Pepper Festival, DFW MSDC CPO Summit etc.

EXAMPLE EXPO SUCCESS

CHALLENGE: AT&T team members wanted an engaging booth that highlighted supplier diversity but also engaged visitors who stopped by.
SOLUTION: A customized UX Edge kiosk that included information on supplier diversity, small business solutions, FAQs. [CLICK HERE TO VIEW.](#)
RESULTS/METRICS: A high level of engagement and identification of potential new suppliers from the online survey. [VIEW BOOTH METRICS.](#)

What Others Say...

The two gaming stations installed in the arena are amazing. They are near our Kids Zone, plus Argent has installed a kiosk near the Stars practice rink and one near concessions. They stay packed with kids/families. This great story about customer experience engagement. Argent is exceptional in keeping everything running and current. – *Malcom Farmer, President, Texas Legends G League Basketball (Dallas Mavericks)*

CONTACT US

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