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GGb: Frequently Asked Questions

How come nobody ever thought of this before?

Good question, we get that all the time. When GGb's inventor, Ellie Carlson, first thought of the idea, she assumed it already existed and she just had to find to company to buy it from for *The Route 66 Experience* exhibit she curated in Joliet, Illinois. Ellie builds museum exhibits. When she couldn't find what she wanted, Ellie invented it. In three months she was Patent Pending. A year and a half later, the Proof of Concept was complete and Green Guestbook debuted for public sale.

How is it different from other Point of Sale and pre-registration systems?

Standard POS systems are not customizable. They ask the questions, such as zip code and email address that they decide you want to know. GGb believes that you know more about your public than we do. Therefore, you decide what questions you want answered. We just get those answers for you. Pre-registration systems are great for the advance purchase public. GGb helps you learn more about the foot traffic. And really? Those are the unknowns that you really need to learn more about aren't they?

How long will it take for our Green Guestbook to arrive?

10 days from payment of invoice.

How long is the GGb hardware warranty?

There is a standard 1 year warranty from Canvys which makes the recommended Pixelink All-in-One (AIO) touchscreen. There is an optional 3-year warranty which may be obtained for an additional fee of $125 per screen.

How long will my original Green Guestbook screen be expected to last?

Pixelink is of commercial grade with a planned life of 5 years or 50,000 hours of continuous use. While it may perform reliably for some time beyond its designed service life, this is probably a good basic figure. We nevertheless recommend you purchase an extended warranty.

How do I get Green Guestbook upgrades when they are available?

Because our system is entirely web-based you never have to upgrade it. All GGb subscribers receive any improvements or upgrades directly onto their website from Green Guestbook Headquarters. If the change is obvious, we will send you an email notification.

What are my continuing costs for the Green Guestbook?

The software charge for the Green Guestbook is a one-time license fee. After the first year, you are responsible for an annual web-hosting and technical support fee based on the number of signers at your site. If you are a commercial site, you pay a flat fee not based on signers.

What if I want to discontinue use?

You may discontinue the use of the Green Guestbook by notifying us. We will, after you have had time to download all of your guestbook data, disable your login and nullify the software agreement.

How long does it take a person to sign the Green Guestbook?

Between 45 seconds and 2 1/2 minutes depending on how many fields you choose to offer and how familiar the individual is with a keyboard. Persons that are returning signers will have all their demographic data pre-filled. In these cases, it may only take a few seconds to answer your site specific questions and complete the sign-in process.

How many visitors actually sign the Green Guestbook?

It will depend a great deal on your staff and set up. If given an incentive to sign, 60-80% of visitors can be expected to sign the Green Guestbook. If an incentive is not offered, 10-35% of your visitors will sign, making creative incentives a benefit to everyone. Offer to send them an email with a discount for a future visit, or give out a special souvenir for signers. Our research indicates that, of those that do sign, 53% will leave an email address for future contact. Our signing statistics are always available in real time to our subscriber sites.

Will Green Guestbook Speak Other Languages?

Yes, multiple language use of GGb is available as an enhancement from Green Guestbook Inc. Please be aware, however that text for customizations will be the site's responsibility. Make sure there is someone on your staff that will be able to translate the signers' information for you. There are also services you can subscribe to for translation. Green Guestbook is committed to diversity in all things and will do its best to assist subscribers wishing to collect and disseminate data in languages other than English.

Will Green Guestbook run on a Mac?

Yes, and no. If you use a Mac system for your internal computer needs at your site, you can access the administrative site from your office computer, no problem. GGb's administrative site is entirely web-based; it is accessible by any internet ready computer using a reasonably contemporary browser - PC, Mac, Unix.

The kiosk or actual GGb system is optimized to run on Internet Explorer or Firefox. The recommended hardware from Canvys is a 19"-all-in-one touchscreen called a Pixelink that is preloaded with Windows XP and Internet Explorer Version 8. If you provide your own hardware, it will need to run Windows XP or newer and Windows IE 7 or newer.

What should we do about people who are uncomfortable with using the touch screen?

At first, when GGb is very new you may want to train your front door staff to walk guests through the signing process. We provide all new subscribers with a Power Point presentation for training. You may also want to offer an incentive to sign to encourage maximum participation. Once GGbs are commonplace, most guests will be familiar with it and many will be returning signers, this will speed up the process and make things simpler for all of us.

Will there be lines waiting to sign?

Perhaps, like any computer screen in a public space, Green Guestbook will attract attention as people learn about and 'play' with the system. If your site has large groups at once or many entrances or areas to visit, you may want to consider installing multiple screens. If you have many people at once only a few times per year, you might want to consider renting extra screens from us just when you need them. Please contact us with your needs and we will arrange to get extra screens to you.