

One-Stop Shopping: KER Interactive Kiosks



You've seen them as you're strolling through the mall or hurrying toward a gate at the airport. They're so commonplace you probably don't give them a second glance. They're kiosks, stand-alone vending stations whose attendants peddle everything from breath mints to bed mattresses. KER has taken the kiosk concept, added a twist, and placed them in feed stores that sell KER-formulated products!

Several KER Team Members now have kiosks in their showrooms. Smaller than their metropolitan counterparts, the KER Interactive Kiosks are personal computers designed to help feed dealers and horse owners make informed decisions about how to feed and manage a wide range of horses.

The kiosks take users through a series of simple questions that will ultimately help them choose feeds and products best suited for their horses. The program asks

If a young horse is to be sold at public auction, where precociousness often drives up bidding, an owner may want a colt to grow quickly, though safely and without the fear of developmental orthopedic disease. If, conversely, a breeder is raising horses for pleasure and rate of growth is less important, he may choose a plane of nutrition that fosters slow, steady growth.

The software is detailed enough to allow owners of performance horses to select from 20 diverse disciplines, from team penning to steeplechase racing.

In addition to these simple questions, the program assimilates information about the horse's metabolism. Is the horse an easy keeper or a hard keeper, for example?


Specific questions about common problems are also posed. Does the horse have weak hooves or a dull coat? Is the horse prone to gastric ulcers or muscle problems following exercise?

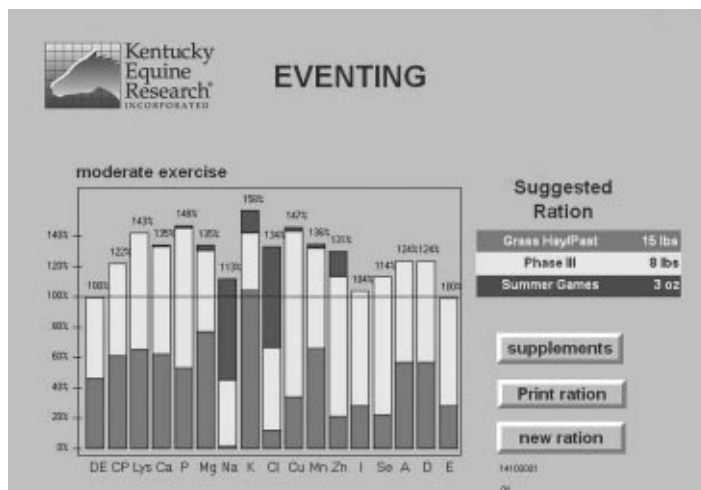
At different points throughout the program, more information on a particular topic is available to the user. A box marked "Additional Information" appears on the screen. By clicking on this box, a relevant article appears. For instance, in the pregnant mare category, an article titled "Feeding the Broodmare" is available for the user to read at the time or to print and read later.

Once all of the questions have been answered satisfactorily, KER's Interactive Kiosk will process the information provided and offer a suggested diet. The recommended diet will include KER-formulated feeds available at that Team Member location. If the user ticked a specific problem, such as a lackluster coat or tying up, an appropriate supplement may also be suggested. A full-color graph shows the user that all nutritional requirements are met.

In some instances, more than one feed sold by the Team Member may be appropriate for a horse. If this is the case, product descriptions are available by clicking the "Info" button beside the feed name.

In the near future, the KER Interactive Kiosk will be available online to all horse owners via the KER Web site (ker.com).

The KER Interactive Kiosk gives horse owners the opportunity to select the best feeds and supplements for their horses. 



The KER Interactive Kiosk suggests diets for horses and ponies based on information provided by the user. Graphs such as this prove to horse owners that all nutritional requirements are satisfied.

basic questions about a given horse—its stage of growth and use, for example. The primary categories are growing, pregnant, lactating, breeding stallion, performance, maintenance, show and pleasure, and senior. Several of these categories are further divided.

For young horses such as weanlings and yearlings, the user is allowed to specify the desired rate of growth—slow, moderate, or rapid—to achieve a specific end point.

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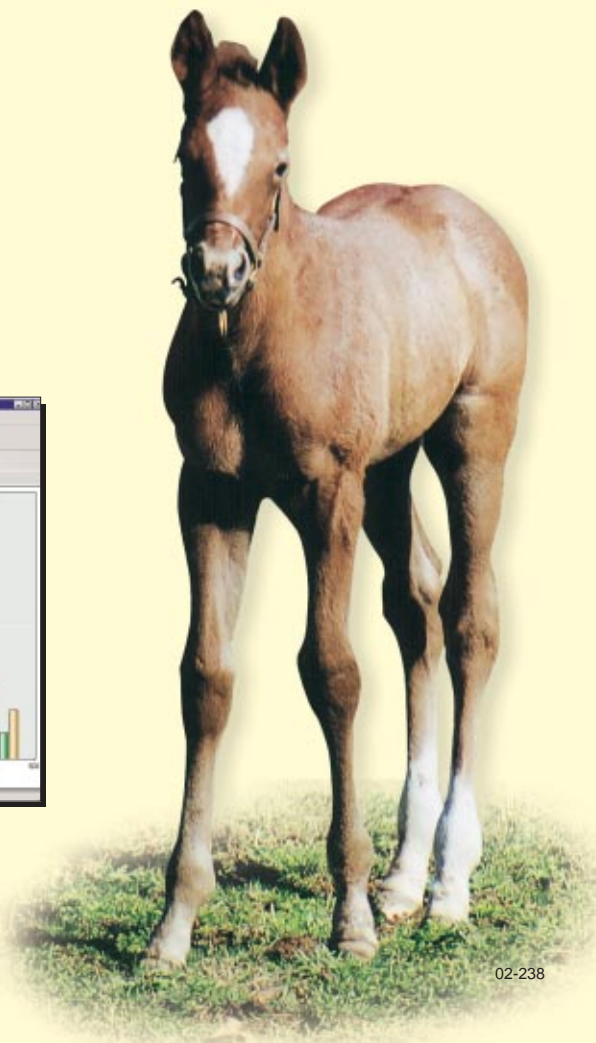
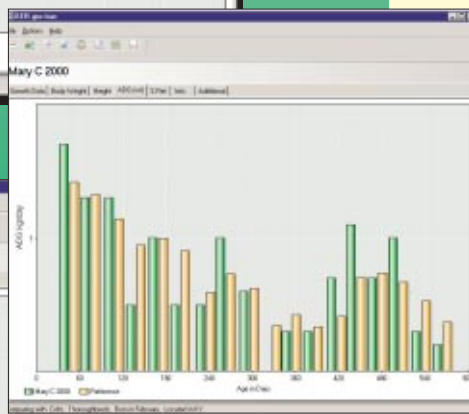
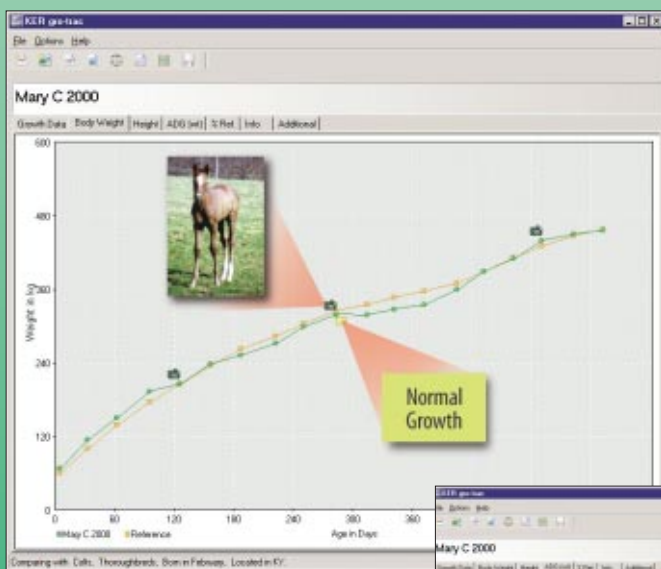
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