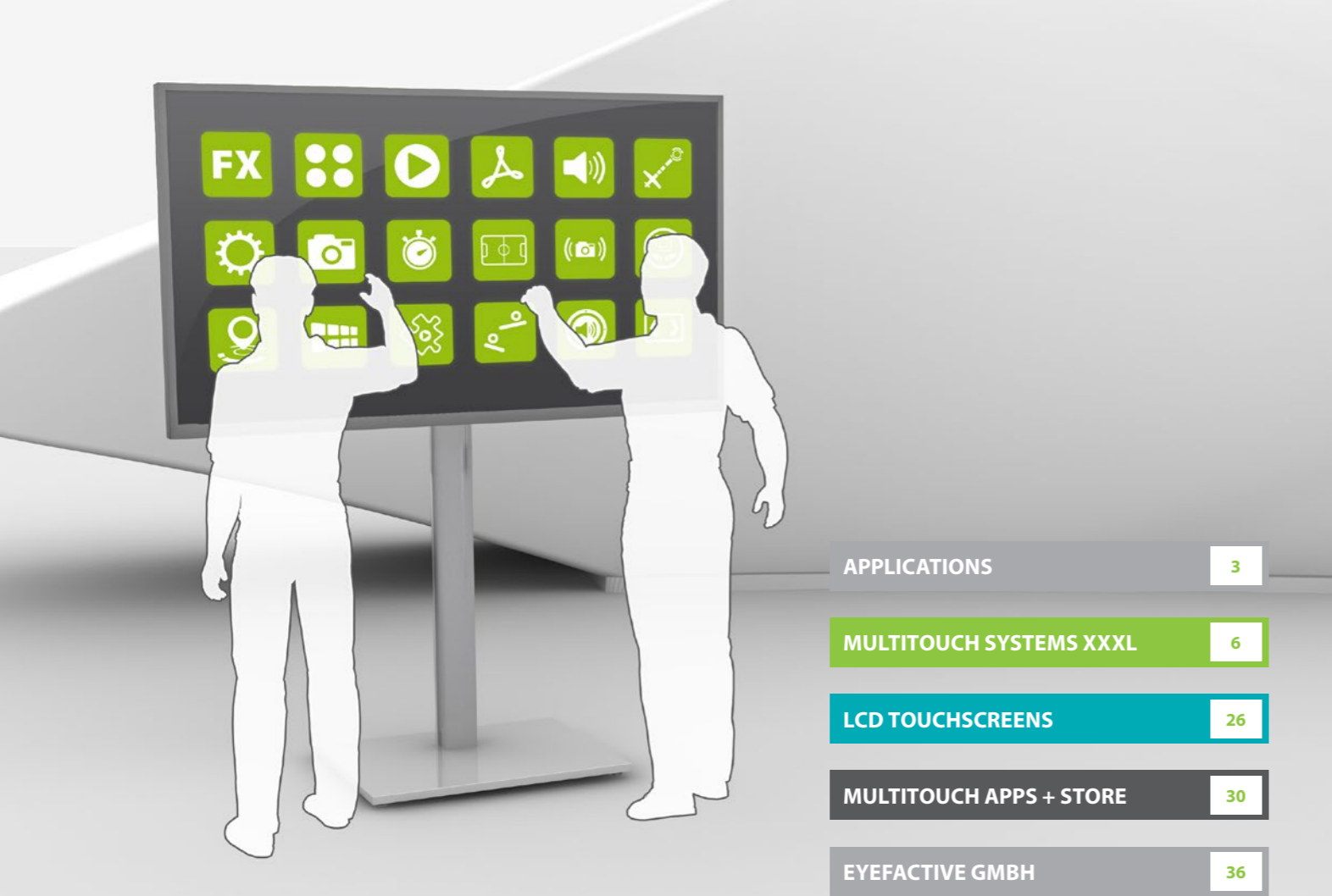


# INTERACTIVE SIGNAGE XXXL

TOUCH FUTURE. TOGETHER.





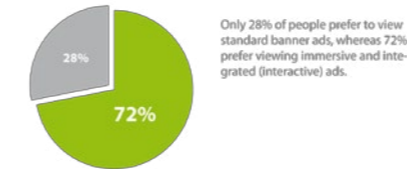
# Interactive Digital Signage

The digitalization makes its way into out-of-home brand communication: Yesterday's printed posters are getting replaced step by step with screens showing animated, easily exchangeable content in shop windows, train stations and public spaces.

At a double digit growth rate per annum digital signage has become the trendy topic of the future. eyefactive is already one step ahead though and combines digital content with multitouch technology in large format: *interactive* digital signage.

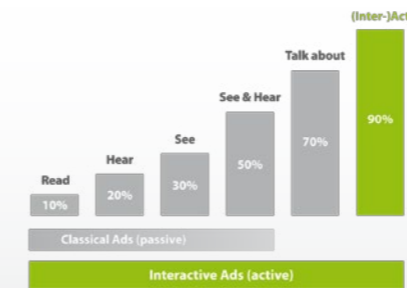
## Interactive Ads

Survey by MediaBrix (2012)



## Perception & Learning Curve

Based on Ebbinghaus (1885)



# Applications

By means of interactive content clients are being actively integrated in the communication process and thus much more emotionally and sustainably involved than by any conventional passive media.

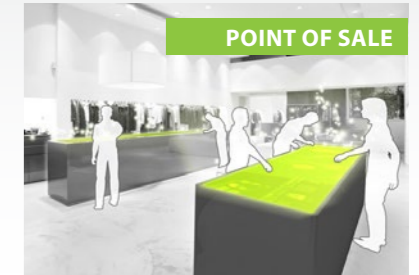
eyefactive takes the intuitive operation of smartphones & tablets to displays of any size and shape - in combination with innovative software for professional applications.

## Effective Marketing, Creative Teamwork

Digital content may even be jointly navigated on huge touchscreens by numerous people at the same time. Present yourself as an innovative enterprise and make brands and products an experience for your clients.

A virtual catalogue in a shop window, a digital consulting desk in a flagship store or an info terminal at the airport: With our award-winning technology and products we will provide you with the ideal solution for your venture.

Touch future. *Together.*



PROJECTION FILM

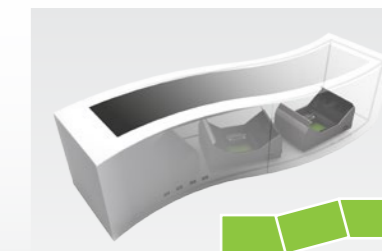
TRANSPARENT PANE

INDIVIDUAL HOUSING



## MultiTouch Module-System OMEGA

Offer your customers a multimedia experience in XXXL! Use OMEGA modules like puzzle-pieces to build interactive multitouch displays of any size and shape, integrated in tables and walls. Even round and curved surfaces can be transformed into huge seamless touchscreens.



**Flexible Combination** OMEGA modules can be connected to realize interactive surfaces of any shape and size – either way: table or wall, high or wide or round.

**Touchscreens XXXL** *Edge-Blending* technology merges multiple projections into one seamless interactive display.

**Robust & Stable** The modules sit spatially separated behind a transparent screen, resulting in a virtually indestructible display surface void of any technology.

**Unlimited Interactivity** The interactive display can recognize an unlimited number of touch points at the same time and by means of visual codes also even objects. Our award-winning tracking technology makes it happen.

Technical Details

Display
47" Rear-Projection
Projector
LCD (3000 ANSI Lumen)
Format / Resolution
16:10 / 1280x800px (FullHD available)
Mounting Depth
0,96 cm
Tracking-PC
Mini-PC incl. EVOVIS (Licence)



Invited guests of the Mercedes-Benz pavilion were amazed when they placed their VIP tickets on the large multitouch display of the interactive table: almost magically a rotating menu opened around their ticket. With intuitive hand movements this menu could be controlled and several apps could be started.

A virtual product configurator was the core piece of the multiuser software. In an interactive client counselling, guests were able to choose from a range of financing options for different cars.



Client

Mercedes-Benz Bank AG

Event

IAA (Tradeshow)

Hardware

MultiTouch Counter (3x OMEGA)

Software

Customized product-configurator, object recognition of VIP cards, various additional apps





Client / Partner

Swissmem / Jung von Matt CH

Event

TecMania Roadshow (Switzerland)

Hardware

MultiTouch Counter (5x OMEGA)

Software

Individually developed science game with four connected areas.



Pioneering spirit at the young academics event of the Swiss industry organization *Swissmem*: With a spectacular multitouch installation measuring 5m<sup>2</sup>, eyefactive presented the largest seamless rear-projection touchscreen of the world at the time.

The multiuser software with four different game sections grabbed everyone's attention. The highlight of the *TecMania* event demanded combinatorial thinking from the captivated students and encouraged teamwork.



Ticona instantly got everyone's attention using a 6m long multitouch wall as the central element of their booth at the international tradeshow for synthetic material „K“.

Spread along the whole interactive screen visitors could open their own virtual terminal. These terminals provided graphics, videos and pdf documents about Ticona products in an interactive way.

A playful physics simulation of digital synthetic granules was running in the background.



Client
Ticona GmbH
Event
K (Tradeshow)
Hardware
MultiTouch Wall (6x OMEGA)
Software
Combination of various apps with a physics simulation (background)





Client / Partner

MANN FILTER / stereolize GmbH

Event

automechanika (Tradeshow)

Hardware

S-shaped MultiTouch Bar (6x OMEGA)

Software

Individually developed product presentation with object recognition (stereolize); Individually developed gravitation game (eyefactive)

MANN-FILTER sparked with their stunning multitouch bar at the leading trade fair for automotive suppliers: Numerous visitors could join in on an interactive experience at a 6m long s-shaped touchscreen all at the same time and obtained valuable digital product information.

By means of tracking technology by eyefactive the display could recognize objects, which were placed on its surface. The software developed by stereolize then could convey the processes and solutions of MANN+FILTER products to visitors in a vivid and innovative way. The application was complemented by a gravitation game developed by eyefactive.



The *Eucerin Haut Institut* offers various skin care treatments and consultations for customers. The 3m wide seamless multitouch wall by eyefactive invites to get in touch with the Eucerin brand and product world in a spectacular way.

When a product is being held to the interactive display a window opens and reveals the corresponding multimedia information, which then can be finger-controlled intuitively.

On a virtual keyboard visitors may even send brochures or e-cards to friends and family via mail.

Client
Beiersdorf AG
Location
Eucerin Haut Institut (Hamburg)
Hardware
MultiTouch Wall (3x OMEGA)
Software
Extended presentation apps; Product recognition with visual tags



## Award-Winning Technologies

**Optical Tracking** The multi touch and object recognition (*tracking*) is implemented through an optical process with special cameras. IR-emitters, filters and specific microelectronics optimize the camera images, which are subsequently processed in real-time by our own tracking software Evovis.

**Unlimited Touchpoints** The tracking engine Evovis has a modular design and can detect unlimited touchpoints on surfaces of various shape and any size.

**Object Recognition** eyefactive's tracking technology can really see what is happening on the touch surface. To recognize any random object we use standardized visual tags similar to common QR-codes.

**Cross-Platform** Evovis provides touchpoints and objects as *TUIO* or native *WinTouch* events. Nearly all programming languages can process this data for interactive applications.



One example for the flexible application of our technology: The curved rear-window surface of a Hyundai i30 was transformed into a multitouch display. The project was implemented in cooperation with three agencies and has received multiple awards e.g. the much sought-after EVA award. »



# MultiTouch Desk Aeon

At the heart of the portable Aeon our multitouch technology is at work, complemented by a robust housing in a customizable print design and a hard wearing acrylic table top. The Aeon is a plug & play device and ready to use in just a few minutes. In its flightcase it rests safely and can be easily shipped to any destination.



## Technical Details

- Display
- 47" Rear-Projection
- Projector
- LCD (3000 ANSI Lumen)
- Format / Resolution
- 16:10 / 1280x800px (FullHD available)
- Multimedia PC
- Windows-PC incl. EVOVIS (Licence)





## Technical Details

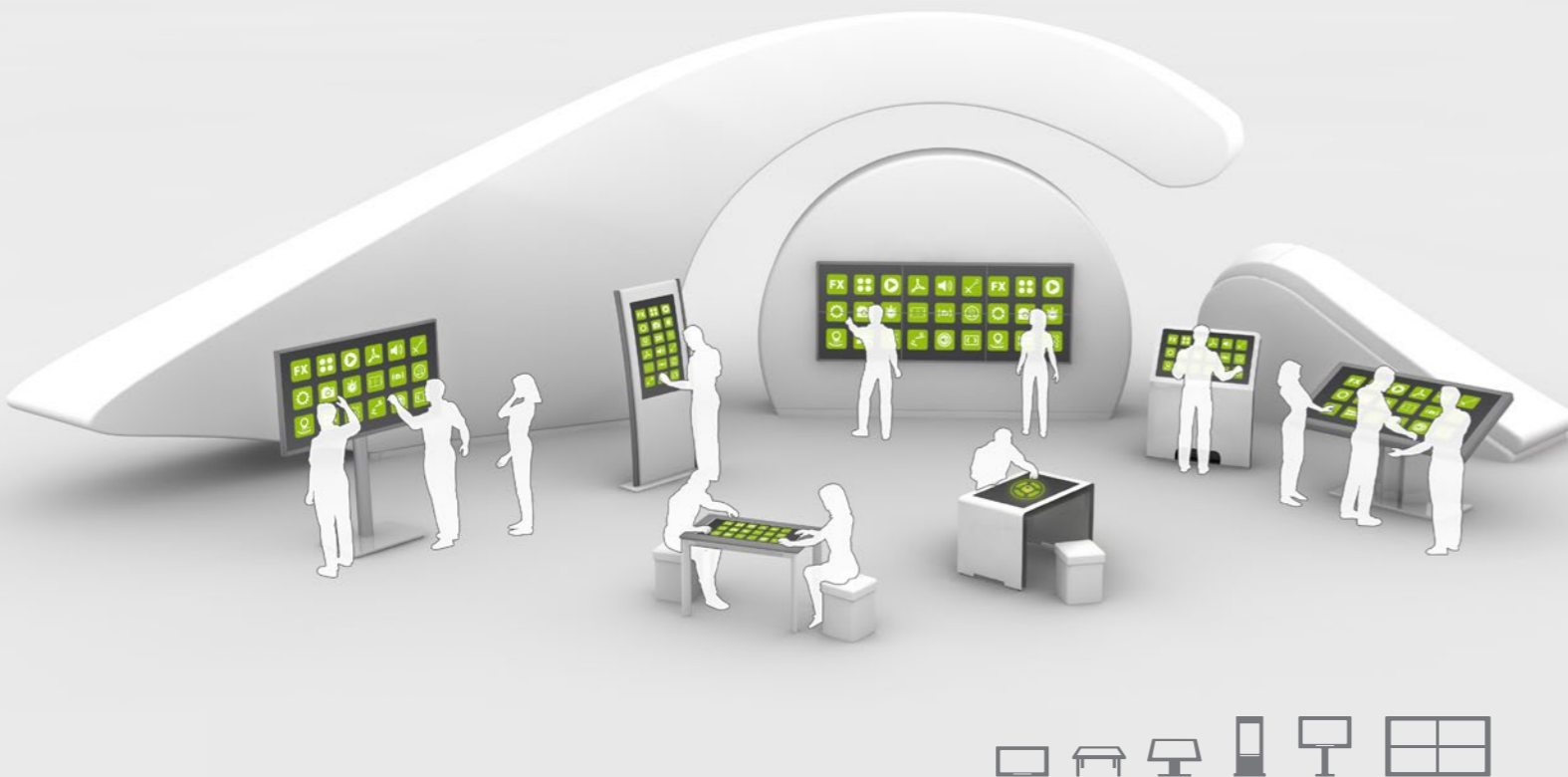
Display
Ø 40" Rear-Projection
Projector
LCD (2x 3000 ANSI Lumen)
Resolution
1200x1200px (round & seamless)
Multimedia PC
Windows-PC incl. EVOVIS (Licence)
Height
75cm +



## MultiTouch Round-Table AURORA

An eyecatcher for the city's hippest bar, innovative lounge concepts and trendy hotel lobbies: The AURORA multitouch table has a circular interactive display. Bottles and glasses will also be recognized by aid of eyefactive's tracking technology, resulting in spectacular virtual effects on the touchscreen.





## LCD Touchscreens

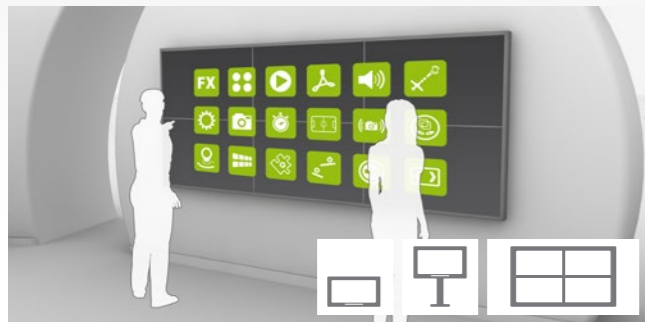
In addition to our interactive XXXL systems with rear-projection technology we offer a huge variety of versatile touchscreens for any purpose: from vertically mounted displays and powerwalls, to info-terminals, touch steles and tables.

The displays are based on LCD technology in combination with a permanently installed IR touch frame or an integrated capacitive touch surface.

We will assist you in finding a solution that meets your demands and offer you unconditional and free advice.



## TOUCH DISPLAYS & POWERWALLS



## TOUCH STELES



## TOUCH TABLES



## TOUCH TERMINALS





## MultiTouch Software for *Interactive Signage Displays*

With eyefactive's AppSuite a comprehensive software platform for your professional touchscreens and media players is right at your hands.

The intuitive content management system (CMS) enables you to easily integrate your own content and designs.

In a few steps you will create your individual multitouch software solution – no programming skills required!





## MultiTouch AppStore

In our own AppStore we have a great variety of apps for professional interactive signage applications waiting for you.

You may test all apps, combine and customize them, completely free of charge. Simply download and install the AppSuite software on your PC. Operation is possible either by touch or by mouse and keyboard.



**FREE DOWNLOAD:**  
[www.multitouch-appstore.com](http://www.multitouch-appstore.com)



Download and install AppSuite  
for free on every Windows-PC or  
Touch Screen.

Choose apps and customize  
them easily with the integrated  
touch cms.

Your interactive digital signage  
projects ready to go with  
minimum effort.

## MultiUser Technology

By their sheer size professional interactive signage displays are fundamentally different and have an additional value in comparison to smartphones, tablets and laptops – the ability for several people to operate a software all at once.

For the first time it is possible to bring together people in one place to simultaneously operate an application in a much easier, more efficient, communicative and creative fashion: *multiuser-technology*. As far as the computer industry is concerned, this constitutes an evolution in human-computer interaction, since so far all conventional applications have been designed for a single user working on a (much smaller) display.

## Software Development Kit

The eyefactive SDK is a tool specifically developed for the programming of interactive touch applications with multiuser technology. It is based on C++ / OpenGL and offers maximum flexibility and performance even at higher resolutions of combined displays – including an integrated *edge-blending* plugin.





#### Office

Feldstrasse 128  
22880 Wedel  
Germany

#### E-Mail

[info@eyefactive.com](mailto:info@eyefactive.com)

#### Homepage

[www.eyefactive.com](http://www.eyefactive.com)

#### AppStore

[www.multitouch-appstore.com](http://www.multitouch-appstore.com)



## About Us

eyefactive GmbH has been developing innovative multitouch hard- and software in Wedel (near Hamburg) since 2009.

Our technologies set benchmarks and are manifold industry proven. We develop and manufacture our own systems and applications under high quality standards.

eyefactive won several awards for its business idea and products, e.g. *ICT start-up of the year 2012* by the German Federal Ministry of Economics and Technology.



# Clients / References

A selection of companies which have utilized our technologies and products:



# Digital Signage Innovation Center

In summer 2012 Hamburg's first Digital Signage Innovation Center opened its doors, centrally located in the historical Speicherstadt. On more than 100m² visitors experience the latest trends in out-of-home marketing.

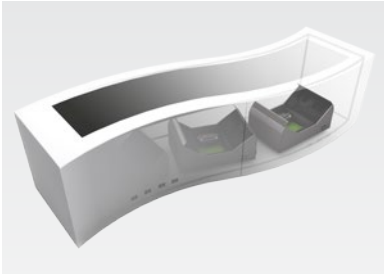


## Adress

Alter Wandrahm 8  
20457 Hamburg  
Germany

## Registrations:

[info@eyefactive.com](mailto:info@eyefactive.com)



**XXXL MULTITOUCH  
TABLES & WALLS**



**LCD TOUCHSCREENS,  
TERMINALS & STELES**



**MULTIUSER SOFTWARE  
SUITE + APPSTORE**

*Interactive signage* combines multimedia content on large displays with innovative technologies for interactive communication – for the effective marketing and creative teamwork of the future.

With our multitouch hard- and software products we are already turning vision into reality today. We offer you free and unconditional consultation for your next innovative project – be it either a permanent installation or a temporary solution for rent at trade fairs and events.



**GET YOUR FREE CONSULTATION NOW!**

More information here: [www.eyefactive.com](http://www.eyefactive.com)

