

QUICK GUIDE

YOUR SUCCESSFUL INTERACTIVE SIGNAGE SOLUTION

KEY FACTS & GOALS



WHY

What are the main goals you would like to achieve? How would you describe your target audience? What benefits would you like to offer to your target groups?



WHAT

Are you looking for specific hardware or software compents - or for a complete solution? How many displays, apps, functionalities and services are required?



WHEN

Are you planning a permanent, temporary and/or recurring installation? What are the milestones concerning conceptional work, development, roll-out and inspections?



WHERE

What are the preveiling conditions on the installation site. Is it going to be a solution for indoors or outdoors? What about transport, set up, installation and service on site?

There is no perfect display or the one and only app for all kinds of projects, but an optimal selection of screens, apps and features for your individual solution.





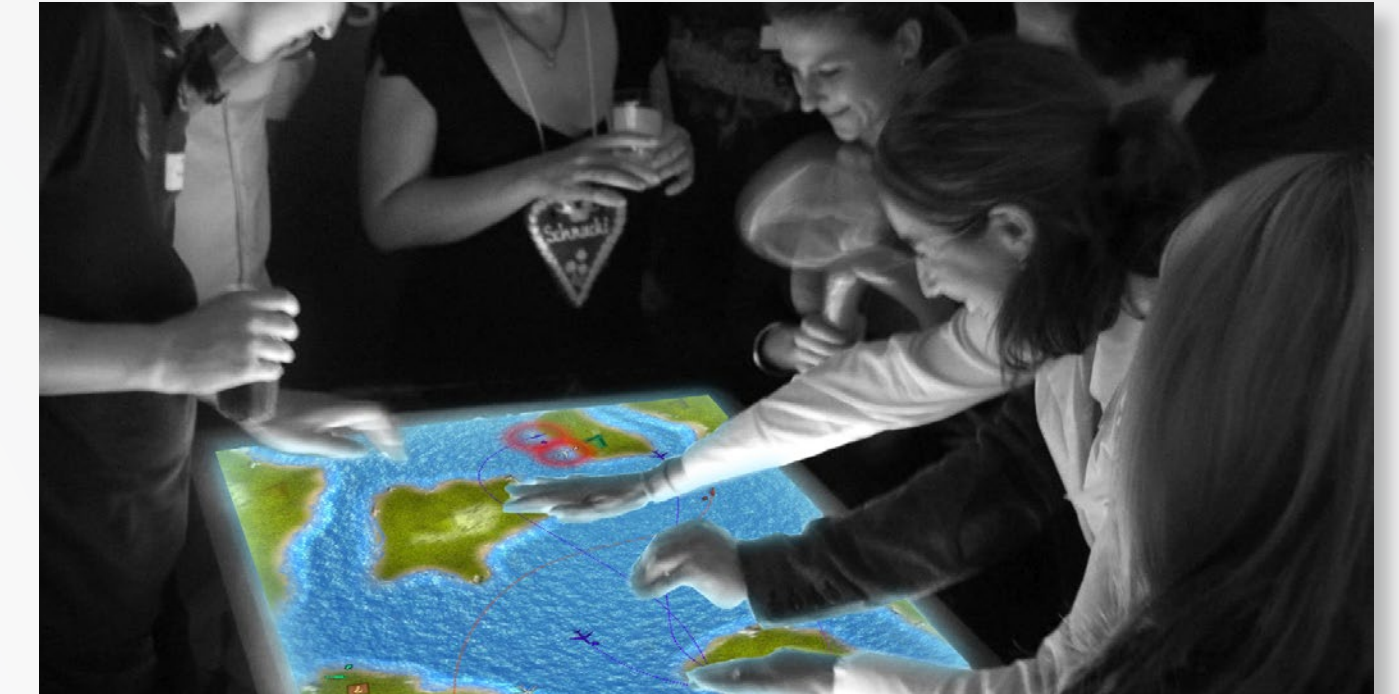
POINTS OF SALE

OMNICHANNEL MARKETING: OFFLINE & ONLINE



POINTS OF INFORMATION

REALTIME ANALYTICS & ROI INSIGHTS



POINTS OF ENTERTAINMENT

ENTERTAIN GUESTS, REDUCE WAITING TIMES



FLAGSHIP STORES

VIRTUAL SHELVES & PRODUCT GUIDES



MUSEUMS & SCIENCE CENTER

INTERACTIVE INFOTAINMENT



HOTELS & LOUNGES

EFFECTIVE BRANDING & INNOVATION

Interactive signage solutions for various applications: self-service kiosks, virtual shelves with shopping functionalities, interactive consultation counters, gaming stations, and many more...

The operating site can majorly influence the selection of suitable hardware.

Are we dealing with an indoor or outdoor installation? How accessible is the location for set up and dismantling?

What about the lighting conditions, are they constant or changing, i.e. sunlight?

What interfaces are available on site, how long are cable routing paths? Is an internet connection required?

LOCATION



Bright ambient light requires displays with a higher contrast and luminosity.



Many WiFi networks may interfere with each others, i.e. at trade shows. Recommendation: Access the internet via cable.



Displays for outdoor use have different requirements in terms of stability and robustness than indoor displays.

FORM & FORMAT



Tables can be operated from four sides, thus they are highly suitable for multiuser applications.



Steles typically come in portrait format, regular wall-mounted screens, terminals and videowalls in landscape format.



Typical resolutions for single screens are HD (1920x1080) and UHD (3840x2160). Videowalls or rear-projection systems can have higher resolutions and special formats.



There are various different options concerning installation form and format: Single or compound screens as tables, walls, steles or terminals.

Which form and format does your installation demand? What is the required target resolution?

Installation format, size and resolution determine the choice of the display and touch technology.

How many users should be able to interact simultaneously?

Are you planning to make use of object recognition? How many objects should be distinguished?

TECHNOLOGIES



LCD displays are light, slim and have high contrast and luminosity, thus they are ideal for wall mounting and bright locations.



With rear-projection systems you can implement large-scale, seamless displays in special, round or curved shapes.



Touch foils (PCAP, ShadowSense™, InGlass™) are perfect for single screens. Touch frames can be used for larger compound video walls.



True camera tracking offers unlimited simultaneous touch points, users and object-recognition via easy to print patterns.

EQUIPMENT & SERVICES



Arrange a safe transportation especially for recurring installations, e.g. for roadshows.



Consider mounting systems for single screens or video walls as well as special interfaces and cables, which may be required.



Make use of our services on-site for optimal installation and maintenance.

Depending on your individual application scenario, the suitable equipment can help making your interactive installation a success!

Do you need special flightcases for recurring transportation?

What interfaces and cables are required?

What about the design and branding of your installation's housing?

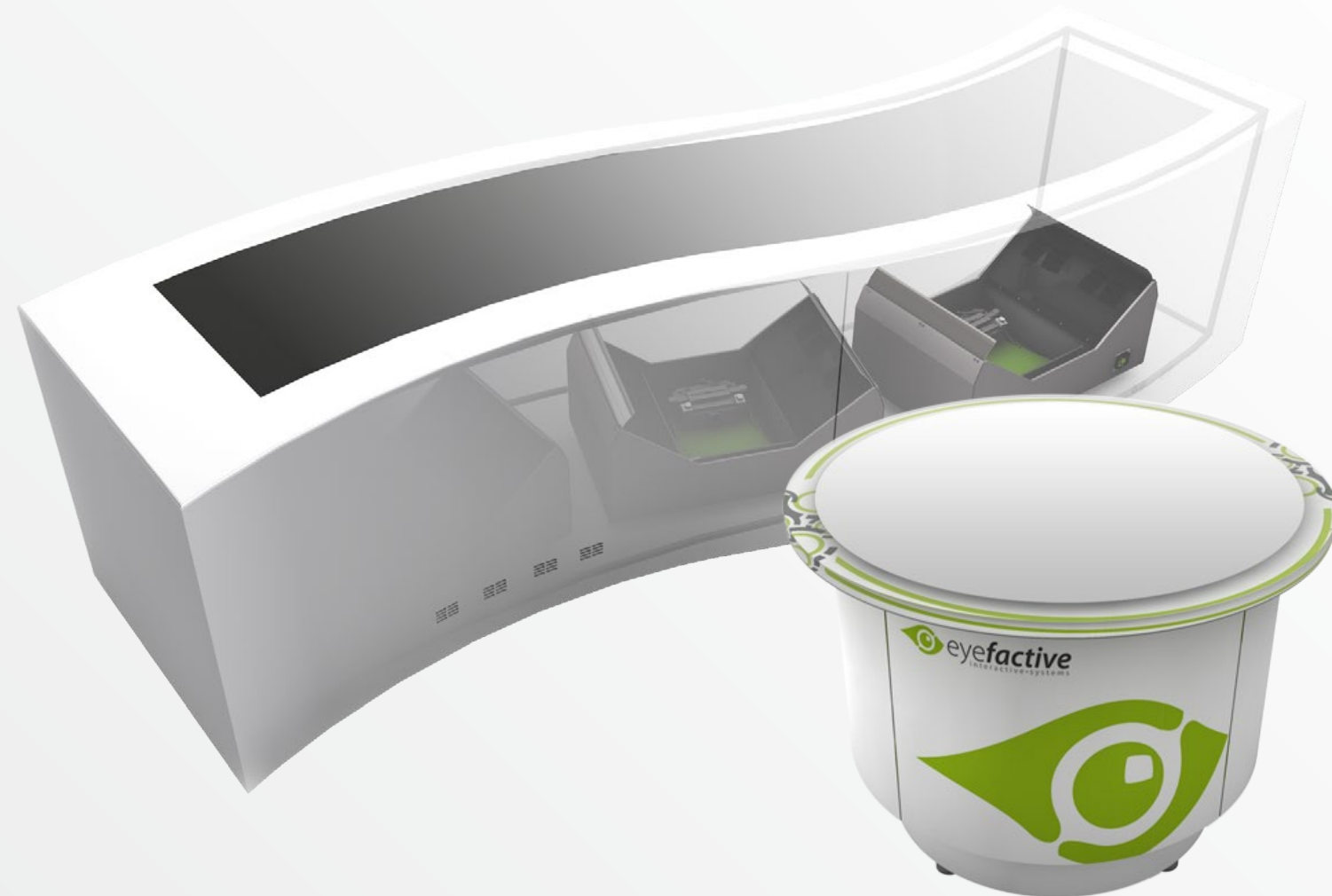
REAR-PROJECTION

- + Optimal for large-format tables
- + Round & curved shapes
- + Indestructible surface



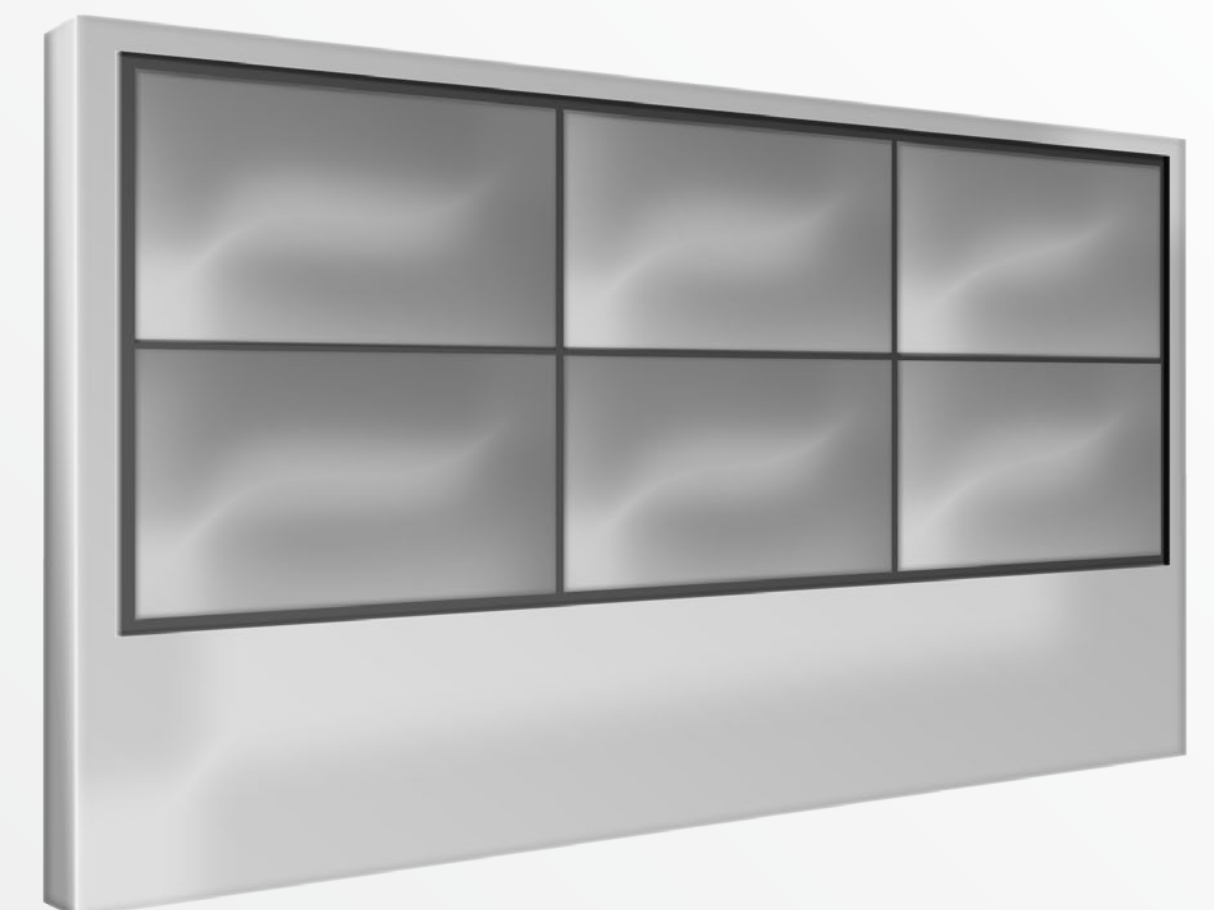
LCD & IR FRAME

- + Optimal for video walls
- + Flexible compound systems
- + High contrast & luminosity



LCD & PCAP

- + Optimal for single screens
- + Best touch performance
- + High contrast & luminosity



What is the display's format & target resolution?

PC / MEDIA PLAYER



The display's target resolution as well as the number and type of integrated media files highly affect the requirements for the PC on which the application is expected to run smoothly.



The higher the display's target resolution, the higher the requirements for the PC / media player running the application.

SOFTWARE & CONTENT



Interactive applications can be designed for a single user (single user) or for multiple users (multi users).



Applications can be started in full-screen mode or parallel in windows.



Prepare files in the correct dimensions and formats to improve overall performance and smoothness.

Do you want to run a single application or switch between multiple apps? Should users have access to multiple apps?

Would you like to modify apps yourself or do you have a partner for content integration? We also offer this service on a „per-app“ basis.

What volume for media files is needed? Which media formats would you like to use?

What is the display's format: landscape, portrait (rectangular) or special?



TOUCHSCREEN APPSTORE

Interactive multiuser apps for large-scale professional touchscreens:

 www.multitouch-appstore.com

TOUCHSCREEN SYSTEMS XXL

Find out more about our interactive technologies and products at:

 www.eyefactive.com





TOUCH FUTURE. *TOGETHER.*



 CONTACT US