



Projects & Customers





Ticona GmbH

Customer

Ticona GmbH

Event

K 2010/Messe Düsseldorf

Business

Chemical

Hardware

MultiTOUCH Wall : 6x OMEGA modules

Software/Apps

Pellet physics simulation,
MediaBrowser, Video-Puzzle
(within MediaBrowser as well as
a contest)

Ticona instantly got everyone's attention, using a six meter long eyefactive MultiTOUCH-Display as the central element of their tradeshow booth at K2010 tradeshow for synthetic material in Düsseldorf. At the Ticona "Pellet World", fascinated visitors were able to control a physics simulation intuitively with their hands and learn about the variety of Ticona products and innovations.





Virtual „Pellets“ (synthetic granules which Ticona uses to produce a variety of products) were arranged on the display. These Pellets could be manually navigated over the display and showed a physical reaction when they collided with each other. It did not take a long time until the amazed visitors chased the Pellets right across the XXL sized display.

Pulling digital cords, which were arranged on the display, opened virtual terminals. These terminals provided visitors with graphics, videos and pdf documents about various Ticona products and innovations. Beyond that, visitors were able to navigate within a folder structure, which was presented in a spectacular 3D matrix. Graphics and documents were scalable and could be scrolled.

In addition to these features, the booth personnel was able to switch to MultiTOUCH entertainment apps at any time with the help of a remote control. Up to four teams were competing against each other in completing a puzzle. The complexity factor was raised with the help of a video puzzle, which showed puzzle pieces of an animated Ticona video.

The interactive wall was made of six basic modules (OMEGA) – they are identical to the modules which are included in eye-factive multiTOUCH desks. Due to Edge-Blending technology edges between single modules disappear and guarantee a seamless display with an impressive dimension. The eye-factive MultiTOUCH system was integrated into existing booth architecture by the booth building company.



MANN FILTER Group

Customer

MANN FILTER Group

Business

Automotive

Partner

stereolize GmbH (Lead Agentur)

Event

automechanika 2010

Location

Frankfurt

Hardware

S-Counter: 6x OMEGA modules

Software

Individual Development

At the automechanika 2010 - world's leading automotive tradeshow- MANN-FILTER fascinated their customers with an interactive multiTOUCH desk of the newest kind. In cooperation with the agency stereolize GmbH (Munich) and booth builder Hoyneck bv (Roermond, NL), the project was realized in shortest time frame. On customer's request, eyefactive built a six meter long interactive MultiTOUCH desk which allowed more than a dozen tradeshow visitors to experience MANN-FILTER simultaneously. The custom made MultiTOUCH software displayed information about MANN-FILTER products and entertained visitors with interactive games.





The interactive desk was built up of six eyefactive MultiTOUCH modules. Due to the elaborate assembly of the modules and the flexible eyefactive tracking engine EVOVIS, an S-shaped MultiTOUCH display was manufactured - the first of its kind.

Due to Edge-Blending technology edges between projections and single modules disappear and guarantee an oversized seamless display. A resolution of 7380 pixels ensured that an impressive amount of visitors were able to use the MultiTOUCH desk simultaneously.

The software was not only intuitively controlled with hands but was furthermore programmed to recognize objects as soon as these were placed at the display. This allowed customers to browse the MANN-FILTER product assortment in no time at all.

The curved S-shaped display housing, as well as the entire booth concept in MANN-FILTER corporate design, was manufactured by Hoyneck bv (NL).



Mercedes-Benz Bank

Mercedes-Benz Bank AG

Customer

Mercedes-Benz Bank AG

Business

Automotive

Event

IAA Nutzfahrzeuge 2010

Location

Hannover

Hardware

MultiTOUCH counter / 3x OMEGA modules

Software / Apps

Interactive product configurator, various apps

Mercedes-Benz Bank AG made a step into a new dimension of self presentation, using a large eyefactive MultiTOUCH desk with multiple interactive apps at the IAA Nutzfahrzeuge 2010 tradeshow in Hannover. Their clients were amazed when they placed their VIP tickets on the large display right at the entrance area: almost magically a rotating menu opened around their ticket. With intuitive hand movement this menu could be controlled and several apps could be started.





A proprietary developed virtual product configurator was the core piece of the eyefactive MultiTOUCH-Software. With this configurator, customers were able to choose from a range of financing options for Mercedes cars during an interactive client counseling. With simple hand movement, a variety of financing options could be selected or dismissed. The impact on the final installment was immediately visible. Different configurations could be saved and compared. A look into the future of client counseling: the consultant together with the customer in front of one big interactive display, instead of the common situation where the consultant is sitting opposed to the customer, using a regular screen which can only be seen by him.

Other applications presented Mercedes-Benz Bank AG innovations as an interactive presentation which could be opened and individually navigated by customers. Excitement was created with the eyefactive LivePhoto App which showed live uploaded photos of the customers at the event. Guests were able to zoom pictures, using their fingers as they would do on a smart phone. Pulling multiple pictures on top of each other had the effect that a folder was created, With the help of a virtual keyboard this picture folder could immediately be sent to

a customer's private email account.

The interactive desk was built up of three eyefactive MultiTOUCH modules. Due to EdgeBlending technology an approximately three meter seamless display was created. The eyefactive tracking engine EVOVIS ensured a reliable tracking of an unlimited amount of touches and the recognition of objects such as the customers VIP tickets.

The display housing was developed by the same booth building company which also realized the Mercedes Benz Bank AG pavilion concept. Branded in Mercedes Benz Bank AG corporate design, the interactive MultiTOUCH installation merged perfectly with the entire concept of the pavilion.



SwissMem / Jung von Matt Schweiz

Customer

SwissMem

Business

Industry

Partner

Jung von Matt Switzerland

Campaign

TecMania (Switzerland)

Hardware

MultiTOUCH counter: 5x OMEGA modules

Software / Apps

Physics Game-App with 4 individual parts

Pioneering spirit at the young academics event of the Swiss Industry organization SWISSEM: With a spectacular MultiTOUCH installation measuring 5 sqm, eyefactive presented the by then largest seamless rear-projection MultiTOUCH display of the world. Also the MultiTOUCH/Multi-User App with four different game parts grabbed everyone's attention in Winterthur. The highlight of the TecMania event demanded combinatory thinking from the captivated students and encouraged teamwork.





"TecLoop" was composed of four linked game modules and resembles the classic game "Crazy Machines". Module tasks could be solved separately and activate other modules. For testing purposes there was a manual source in every module. It was brought into action with various gestures. As soon as all module tasks were completed, the simulation automatically ran as a "perpetuum mobile". After a short break, it was the next groups turn.

Water pressure: piping system

Various pipe pieces needed to be combined to one pipeline. Goal was to connect the piping system to the generator of the next module, where a virtual gear was moved by water. On the way from the water source to the goal, the students needed to overcome obstacles. Less leaks in the piping system resulted in a higher water pressure.

Mechanics: gears

In the mechanics module multiple gears are combined to one transmission chain. Students needed to position different kinds of gears on defined axles, so that the gear's teeth intertwine. Goal was to activate a constant-current generator, which delivered power for the following module, the switching circuit.

Electronics: circuitry

An electric circuit with various switching circuits was to be activated. Different kinds of switches raised the complexity level of the game, making it difficult to find out which cable was connected to which electronic device. As soon as the intended switching circuit was activated, electricity for the laser generators of the next module was switched on.

Optics: laser beams

Multiple laser beams needed to be directed to a solar cell. Rotatable and moveable mirrors deflected these beams. Barriers required a deflection in various angles. The more beams were directed to the solar cell, the more energy was generated for the water pump in the piping system.

With a dimension of 4.6 x 1.5 m, the interactive desk was the by that time largest seamless rear-projection MultiTOUCH installation of the world. It was composed of five OMEGA modules, with each a beamer and a camera. The eyefactive tracking engine EVOVIS guaranteed a fast and precise controlling of the objects only with hands- without any mouse or keyboard.



BDF ●●●●
Beiersdorf

Beiersdorf / Eucerin

Customer

Beiersdorf AG

Business

Pharmacy

Location

„Eucerin Haut Institut“,
Stephansplatz, Hamburg

Hardware

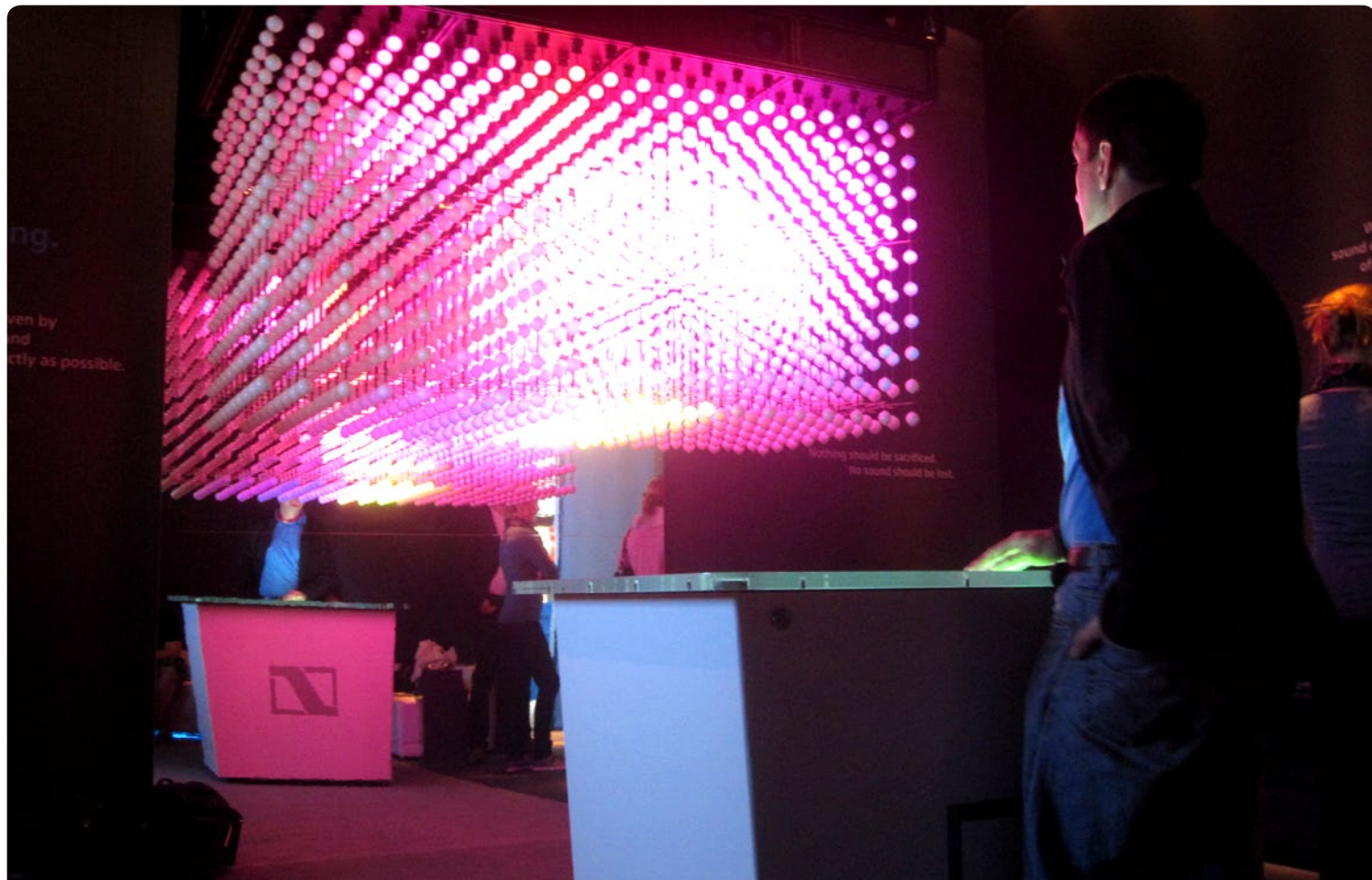
MultiTOUCH wall / 3xOMEGA
modules

Software/Apps

Information app about products
and company with recognition of
physical objects (products)

Get in touch with Eucerin products: eyefactive integrated a three meter long seamless MultiTOUCH display as a permanent installation in the first Eucerin Haut Institut in Hamburg, Germany. This first-of-its-kind permanent installation is a world novelty.





Sennheiser electronic GmbH & Co. KG

Customer

Sennheiser electronic GmbH & Co. KG

Business

Audio / Technology

Event

Global Conference

Location

Berlin

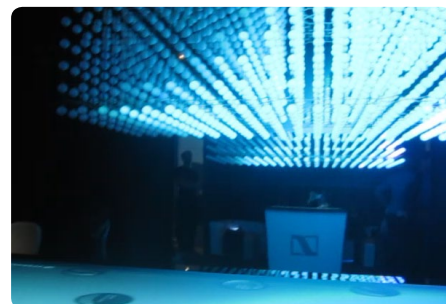
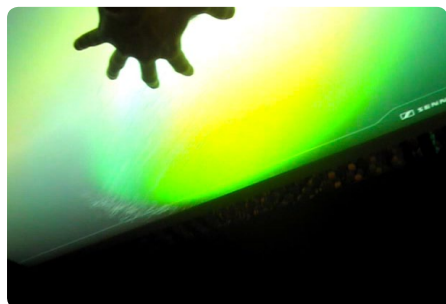
Hardware

AEON MultiTOUCH desk

Software/Apps

Multitouch-Control of the NOVA-Cube, individual development

At the Global Conference 2012 in Berlin, Sennheiser presented its new brand positioning strategy to employees and business partners, using the eye-factive AEON MultiTOUCH desk to underline the presentation. As a well-established company, Sennheiser's brand promise is not only to provide customers with extraordinary sound quality but to make them feel the sound – this intention was realized at the Global Conference in Berlin.





Centerpiece of the approximately 50 sqm brand experience zone was the eyefactive AEON MultiTOUCH desk. Visitors were able to interactively catch up on the new brand development, innovations and the new strategic direction. Show-stopper was the link-up of the MultiTOUCH desk and the so called Nova Cube. The cubical-shaped Nova Cube consisted of a multitude of table tennis ball sized lamps which were controlled by touching the surface of the eyefactive MultiTOUCH desk. Visitors of the event created stunning light shows, which were accompanied by ambient sound from a special surround-sound installation.

The eyefactive MultiTOUCH App with the Nova Cube control was custom made and inspired all conference participants.



Radio Marketing Service GmbH und Co. KG

Customer

Radio Marketing Service GmbH
und Co. KG

Business

Radio Broadcast / Marketing

Event

Radioday, dmexco 2011

Location

Cologne

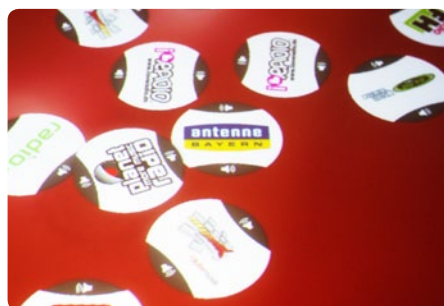
Hardware

3 AEON MultiTOUCH desks with
multiuser sound-plugins

Software / Apps

Audio app with sound files

MultiTOUCH is no longer only a visual and touchable device but can now also be an audio experience. At the dmexco 2011 Radioday, the leading audio marketing company in the German radio advertising market, Radio Marketing Service GmbH & Co. KG (RMS), impressed visitors with three AEON MultiTOUCH desks and matching MultiTOUCH/MultiUSER audio apps. The innovative link between a MultiUSER software and sound is a world novelty and was intensely used by many tradeshow visitors.





The RMS audio app was custom made by eyefactive. Various sound-trailer of radio stations randomly moved across the displays. At all 4 sides of the AEON MultiTOUCH-desks virtual audio players showed up in which visitors drag & dropped their favored sound-file icons in order to play them.

Each virtual audio player was linked with a real sound output and a headphone, which allowed users to listen to their individually chosen sound-files. Thus, on each AEON MultiTOUCH desk, up to 4 visitors were able to choose and individually listen to their personally favored radio sequences and share them with others as needed.

Based on the big success of the audio app, RMS decided to permanently use the eyefactive AEON MultiTOUCH desks with the corresponding audio app to further strengthen their presence at e.g. the dmexco (Digital Marketing Exposition& Conference) tradeshow.



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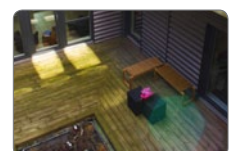
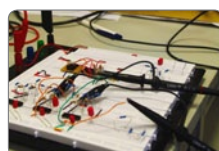
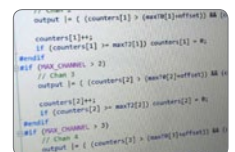
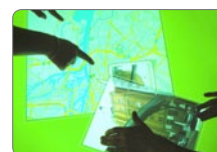
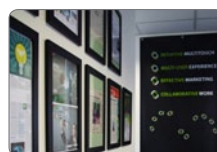
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Mercedes-Benz Bank



SENNHEISER

SIEMENS

■ GEBERIT

OLYMPUS

OTTO

Haspa
Hamburger Sparkasse

Ticona
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massen
events
möglichkeiten

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