WHITEPAPER

**TOP 7 | USE CASES FOR TOUCHSCREEN OBJECT RECOGNITION**

OBJECT RECOGNITION FOR TOUCH SCREENS

The recognition of objects on large-scale touch screens picks up the well-known principle of cashier system's barcodes and takes it to a new level: objects which are equipped with a special marker chip or printed code can be detected and processed from multi touch displays in real-time.

The connection of physical objects with virtual information will offer new innovative applications in the future. This whitepaper presents some of the most exiting usecases of touchscreen object recognition for interactive displays, tables and video walls.
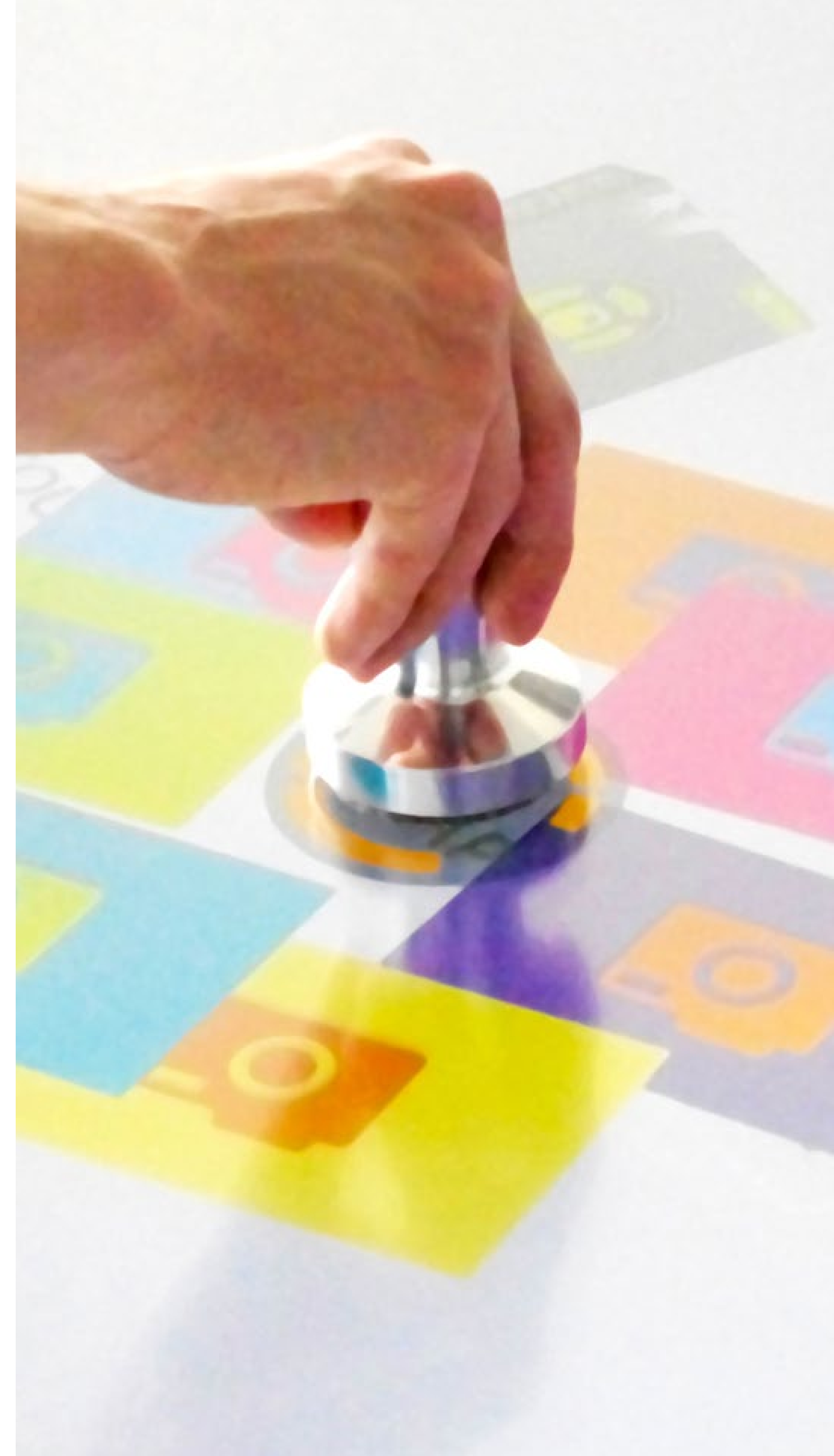
INSTANT INFORMATION

OPEN CONTENT DIRECTLY, NO MORE COMPLICATED MENUS.

Instead of complex menu structures, users can access the information in demand by simply placing any physical object on the display. As soon as an object has been detected by the touchscreen, further information will open in its vicinity in form of media, widgets or apps, which then can be operated via multitouch finger control.

PERSONALIZATION

WELCOME GUESTS AND CUSTOMERS INDIVIDUALLY.

Send out personalized invitations via an individual object, which is recognized by the touchscreen. That way you can welcome your customers individually, offer special reductions and quotes and monitor the effect of your marketing activities with personal-exact tracking (return on invest).

PRODUCT COMPARISON

VIRTUALLY COMPARE REAL PRODUCTS ON THE DISPLAY.

When several objects are being placed on the touchscreen, comparable parameters can be clearly juxtaposed in a chart for instance. Make use of this feature e.g. at point of sale, to intuitively point out the advantages of your products to your customers.

SPECIAL ACCESS

MAKE CONTENT AVAILABLE ONLY TO SELECTED PERSONNEL.

Equip your staff with special objects, which can call up hidden functions, content or settings. With such technology, e.g. a marker becomes a key granting access specific content to selected persons only.

SAVE & TRANSFER DATA

SAVE INFORMATION ON AN OBJECT AND OPEN IT EXTERNALLY.

Use objects to transfer data virtually between two locations. For instance you can virtually save information on an object on the touch-screen. As soon as the same object is being recognized by another touchscreen, you will have access to the data you saved before again.
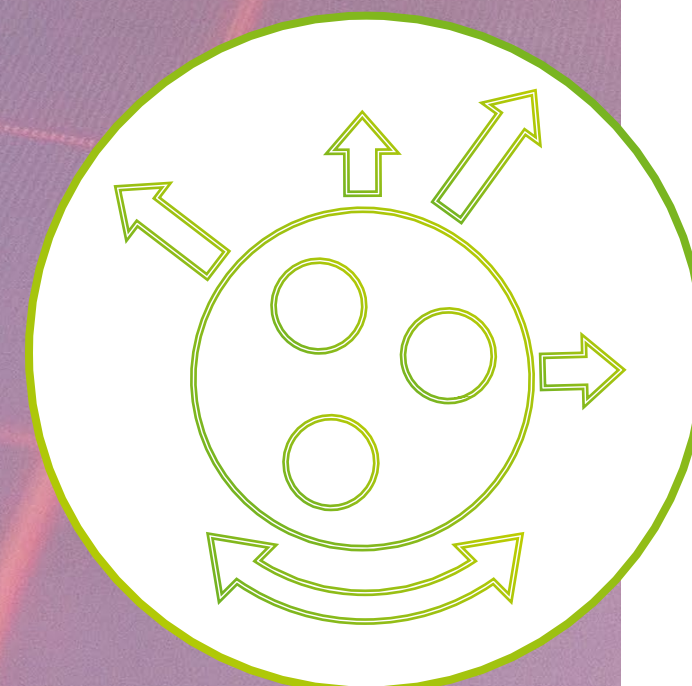
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NATURAL USER INTERFACE

MOVE, FILTER, ROTATE AND ZOOM VIRTUAL ELEMENTS HAPTICALLY.

With physically touchable objects you expand the operating options of a touchscreen by haptical interfaces. Shift and rotate objects to execute specific actions in an application in a natural manner. That way virtual content can be moved, filtered, rotated or zoomed.

GAMES & EFFECTS

CONTROL INTERACTIVE GAMES WITH TOUCHABLE OBJECTS ON THE DISPLAY.

Extend interactive multiuser games by another operating dimension: via rotation of physical objects on the touchscreen for instance you may steer a virtual racing car in the desired direction or execute desired actions by the positioning of various objects.

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DOWNLOADS & LINKS

Clicking on the buttons below opens your standard webbrowser:

VIDEO (YOUTUBE)

TOUCHSCREEN OBJECT RECOGNITION

⊘ **PLAY**

INFO-BROCHURE (PDF)

OBJECT RECOGNITION FOR TOUCHSCREENS

⬧ **DOWNLOAD**

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