

EFFECTIVE MARKETING & COLLABORATIVE TEAMWORK

INTERACTIVE EXPERIENCES **XXL**





FIRST iPhone

- 🌀 RELEASED IN 2007
- 🌀 3,5" DISPLAY
- 🌀 5 TOUCH POINTS
- 🌀 1 USER



MULTITOUCH TECHNOLOGY XXL

- 🕒 1st PROJECT IN 2009
- 🕒 5m² SEAMLESS DISPLAY
- 🕒 INNOVATIVE SOFTWARE TECHNOLOGY
- 🕒 *UNLIMITED* TOUCH POINTS
- 🕒 *UNLIMITED* USERS



THE AGE OF CUSTOMER EXPERIENCE (CX)

x2

MORE REVENUE

Investing in CX initiatives has the potential to double your revenue within 36 months.¹

+64%

INCREASED CUSTOMER ENGAGEMENT

64% of digital signage users cite increased customer engagement as the main benefit of digital signage.⁴

73%

PURCHASE FACTOR

73% of buyers point to customer experience as an important factor in purchasing decisions.⁶

86%

PAY MORE

86% of buyers are willing to pay more for a great customer experience.²

49%

ENHANCED IN-STORE EXPERIENCE

49% of Millennial and Gen Z consumers have gone to physical stores more often because of enhanced in-store experiences.⁵

-35%

REDUCED WAITING TIMES

Digital signage improves queue management and reduces perceived wait times by more than 35%.³

¹ <https://www.linkedin.com/pulse/roi-customer-experience-2018-temkin-group-report-bruce-temkin-ccxp>

² <https://www.superoffice.com/blog/customer-experience-statistics>

³ <https://www.digitalsignagetoday.com/articles/the-business-case-for-digital-signage-in-the-waiting-line>

⁴ <https://tra.systems/digital-signage>

⁵ <https://www.microdinc.com/blog/interactive-retail-stores>

⁶ <https://shipearly.com/customer-experience-to-overtake-product-price-in-2020>

INTERACTIVE SIGNAGE SOLUTIONS **XXL**

APP PLATFORM

TOUCHSCREEN SYSTEMS

TECHNOLOGIES

SERVICES



APP PLATFORM

- ⦿ CUSTOMIZABLE APPS + MARKETPLACE
- ⦿ TOUCHSCREEN CMS APPSUITE
- ⦿ CLOUD SYSTEM MANAGEMENT

TOUCHSCREENS & SYSTEMS

- ⦿ VARIOUS MODELS & FORMATS
- ⦿ PREMIUM TOUCH SENSORS
- ⦿ INTERNATIONAL PARTNERS

- ⦿ TOUCHSCREEN SDK
- ⦿ TOUCHSCREEN OBJECT RECOGNITION
- ⦿ RETAIL TECHNOLOGIES

TECHNOLOGIES

- ⦿ CUSTOM DEVELOPMENT
- ⦿ CONTENT INTEGRATION
- ⦿ WORKSHOPS & TRAINING

SERVICES



BENEFITS

INTERACTIVE SIGNAGE TOUCHSCREEN SOLUTIONS

 [LEARN MORE](#)



AMAZE YOUR CUSTOMERS

Deliver engaging interactive experiences at point of sale, information and entertainment.



EFFECTIVE INFOTAINMENT

Combine your message with interactive infotainment to reach your audience most effectively.



SELL MORE!

Get maximum awareness for your brands, products and services.



GET IN TOUCH

Get to know your customers and generate leads with interactive forms and feedback features.



MEASURE YOUR SUCCESS

Get insights about your most successful content to continuously optimize your solution.



USECASES FOR B2B CUSTOMERS



POINT OF SALE

Transform brands, products and services into interactive multimedia experiences.



POINT OF INFORMATION

Provide relevant information individually on demand for various users at the same time.



POINT OF ENTERTAINMENT

Multuser games and interactive atmosphere as innovative highlight at your location.



POINT OF EDUCATION

Maximize the learning effect by actively engaging the recipients.



POINT OF ADVERTISEMENT

Personalized infotainment instead of passive advertising by precise tracking of user data.



POINT OF COLLABORATION

Collectively create solutions on a touch-screen with real multuser applications.

SHOPS & MALLS

HOTELS

BANKS

THEME PARKS

MUSEUMS

SCIENCE CENTER

AIRPORTS

CINEMAS

CASINOS

GALLERIES

BARS & CLUBS

TRADE SHOWS

EXHIBITIONS

EVENTS



FOR ALL TOUCHSCREENS

For all multitouch screens, tables, walls, steles & kiosks.



LEADING TECHNOLOGIES

Unlimited multi-touch, multi-user & object recognition.



TOUCHSCREEN APPSTORE

Customizable apps in the first B2B touchscreen appstore.



READY-TO-USE APPS

Customize ready-to-use apps with your own content.



TOUCHSCREEN CMS APPSUITE

Manage apps and content easily.



CLOUD MANAGEMENT

Online cloud management of apps, content and systems.

FIRST B2B APP PLATFORM FOR ALL TOUCHSCREEN SYSTEMS



APP STORE
ONLINE MARKETPLACE



APP CLOUD
SYSTEM ADMINISTRATION



APP SDK
DEVELOPMENT FRAMEWORK



APP SUITE
TOUCHSCREEN CMS



LEARN MORE

TOUCHSCREENS & INTERACTIVE SYSTEMS

INTERACTIVE SHOP WINDOW DISPLAYS

TOUCHSCREEN VIDEO WALLS

TOUCHSCREEN STELES

TOUCHSCREEN SELF-ORDER KIOSKS

SINGLE TOUCHSCREENS

TOUCHSCREEN TABLES

TRANSPARENT TOUCHSCREENS

 **YOUR INDIVIDUAL SYSTEM**
Choose from various designs, sizes & formats.

 **PREMIUM TOUCH SENSORS**
Up to 80 touch points for true multiuser applications.

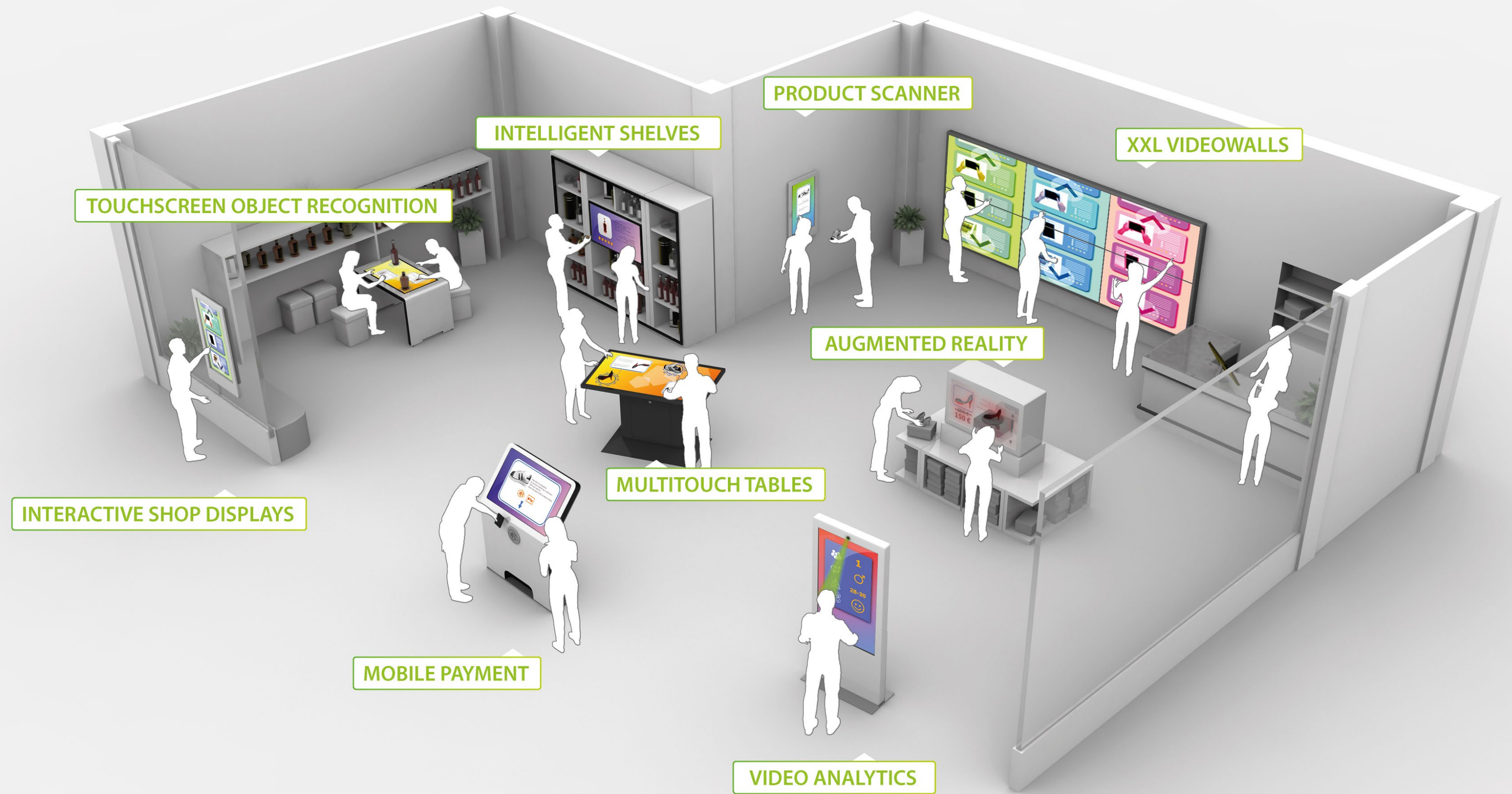
 **HIGH-RESOLUTION DISPLAYS**
HD & UHD for bright and crystal clear visualization.

 **INTEGRATED MEDIAPLAYER**
High-performance multimedia PC (Windows™).

 **ROBUST METAL HOUSING**
Available in your favourite color.

 **LEARN MORE**

INTERACTIVE TOUCHSCREEN RETAIL TECHNOLOGIES





APPSUITE CMS

Technology integrated into
AppSuite CMS.



MORE PLUGIN

Object recognition
technology for third-party
software development.



OBJECT RECOGNITION FOR ALL TOUCHSCREEN SYSTEMS



FOR ALL TOUCHSCREENS

Capacitive, optical (IR), InGlass™, optical (camera).



BUY OR RENT MARKER CHIPS

Get marker chips & templates from eyefactive.



APPS FOR OBJECT RECOGNITION

Apps and widgets for object recognition available.



APPSUITE: FREE DOWNLOAD

Technology integrated in our touch screen CMS software.



MORE PLUGIN FOR DEVELOPMENT

Use object recognition for your own custom projects.



LEARN MORE



PROFESSIONAL CONSULTATION

Non-binding & free of charge.



INTERACTIVE PRESENTATIONS

Get individual (virtual) product tours from our sales experts.



INNOVATION CENTER

Showroom in Hamburg's historic „Speicherstadt“.



APPSUITE ACADEMY

Guided workshops for AppSuite Touchscreen CMS.



SOFTWARE DEVELOPMENT

Custom development of new features and apps.



APP CUSTOMIZATION

Integration of your contents as a service.



24/7 SUPPORT

Full-time support for your systems and solutions.



PARTNER NETWORK

Join us and become an international solutions partner.



ARTICLES & WHITEPAPER

Free access to articles about technologies and applications.



LEARN MORE

SERVICES & WORKSHOPS FOR INTERACTIVE TECHNOLOGIES



WHY EYEFACTIVE?



INDUSTRY PIONEERS

With 12+ years of experience, eyefactive shaped the industry of large-scale touch-screen solutions as a pioneer of interactive digital signage.



COMPREHENSIVE PORTFOLIO

On request, customers receive turnkey solutions consisting of hardware, software, technologies and services.



INTERNATIONAL NETWORK

We are grateful for a trustful cooperation with our international customers and partners.



LEADING TECHNOLOGIES

Proprietary true multi-touch & multi-user software technologies and object recognition for all touchscreens.



AGILE TEAM

At eyefactive, experienced specialists develop innovative touchscreen solutions of the future according to agile methods.



TOUCHSCREEN APP PLATFORM

Start the tour, browse apps & widgets and download your free version of AppSuite CMS at:

www.multitouch-appstore.com

INTERACTIVE SIGNAGE XXL

Find out more about our eyefactive's interactive touchscreen technologies and products:

www.eyefactive.com





TOUCH FUTURE. *TOGETHER.*



 CONTACT US