



mindstorm
interactive surface solutions



THE POWER OF **TOUCH**

Idea 1: Use our interactive surface to offer superior self service solutions. Give customers freedom and flexibility by allowing ordering directly from the surface.



INTRODUCTION

'Mindstorm helps its customers to achieve a total interactive experience.'

At Mindstorm, our mission is to carry out the interactive surface revolution and be central to our customers success.

Our certified solution and constant innovation helps customers do more with surfaces than they ever think possible.

Across surfaces, across industries and across the globe, Mindstorm helps its customers to achieve a total interactive experience.

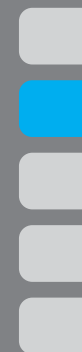
How? By delivering a combination of the highest standard of software technology with magnificent graphics and services that enables you to make your customers interact with technology.





THE POWER OF **TOUCH**

Idea 2: Drive marketing effectiveness by getting clear and actionable metrics back from our interactive surfaces. What did people touch? Which campaigns are working and which are not? All in real-time. It is internet style marketing in the 'real' world.





WHAT IS IT?

'Through constant software innovation, Mindstorm can make any surface interactive.'



Close your eyes and imagine a surface, any surface you can think of. A surface such as a piece of glass, wood, concrete or other materials being transformed into a large multitouch screen which is capable of sensing the location and shape of the objects touching the surface.

Then imagine this surface with flowers you can touch useful information about products, fun games you can play or with water you feel like plunging into. Imagine all this just by touching and interacting with the surface.

Now, open your eyes. You don't have to close your eyes to imagine this. This is reality. Mindstorm is interactive reality. Through constant software innovation, Mindstorm can make any surface interactive. What you imagine is what you get. Nothing is unimaginable! Imagine that!



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Idea 3: Communicate directly with customers. Let them upload data to USB sticks or mobile phones. Enable consumer activation on a completely new level by connecting the devices people carry around and the surfaces they come into contact with.



WHICH MARKET?

'Change the entire design of your interior just with the flick of a switch.'

CORPORATE BRANDING AND EVENTS

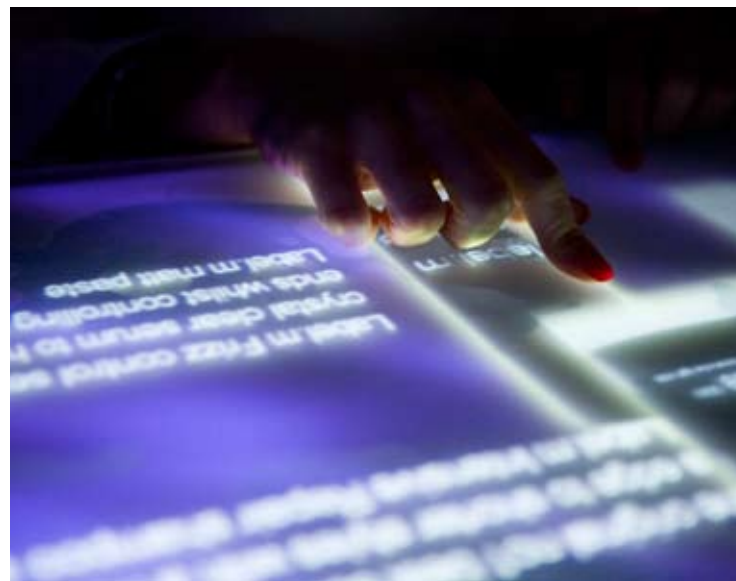
Break through your target audience's barriers and create interest and involvement. Interactive surfaces create experiences. Experiences create communication. Communication builds brands. Advertising is no longer a spectator sport. It is an interactivity sport.

RETAILS SECTOR (POS, MAIL)

Use the iSurface as a great sales support and make the sales process easier and quicker for your customers and your staff. Twist/use the technology in order to give your customers useful information about products. Improve the shopping experience and strengthen your marketing position.

HOSPITALITY SECTOR: HOTELS, BARS, RESTAURANTS, NIGHT CLUB, MUSEIM

Don't just make money behind the bar –generate recurrent revenue on the bar. By using it as a great media support. Change the entire design of your interior just with the flick of a switch. Make the contact between people easier and more fun.





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Idea 4: Facebook, Flickr or YouTube?
Integrate our interactive surfaces to
the most popular social platforms
and allow customers to share data
and status anywhere they are.





iWall



'The iWall™ can transform any standard wall into a fully responsive and interactive surface.'

The iWall™ can transform any standard wall into a fully responsive and interactive surface. It can be bought or hired as a front-or rear-projected system. The iWall™ is an amazingly flexible design tool and can create a venue that never gets dull or tired. Transform your venue from underwater world to techno lounge in an instant. Fill your walls with touch-sensitive interactive information such as menus or music playlists, or your retail space with easily accessible product details and crowd-stopping effects.



THE POWER OF **TOUCH**

Idea 5: Use our standard products or get creative and design your own unique interactive surface.





iBar

'Give people an experience to remember and another reason to come back.'

The iBar™ is the first commercially available multi-touch, interactive, customisable bar in the world. It is taking its place in history as a pioneering example of interactive technology. The iBar™ has already transformed events, exhibitions, product launches and top night spots all over the world. Installing the iBar™

at your venue gives you the ability to change the ambience at the flick of a switch. Give people an experience to remember and another reason to come back. Your control over the interactive surface creates revenue by offering sponsors and advertisers a chance to communicate with your guests in a captivating and effective way.

