

Instant Interactivity

Interactive Poster Wins Visual Planet Coveted BCS Innovation Award

WINNER



Visual Planet has won the prestigious British Computer Society (BCS) IT Professional Award for its innovative technology 'Interactive Poster'. The transparent foil can be applied to any non-metallic material to convert it instantly into an interactive surface.

Vernon Spencer, Technology Director for Visual Planet is delighted with the industry award, which has a stringent judging procedure:

“The interactive Touch Screen Foil has really captured the imagination of brand managers and it must have appealed to the judges too! We have seen some imaginative applications for the interactive Touch Screen Foil: in the USA, a big brand name has created a window shopping experience where you can buy products through the window with a credit card swipe; a 100 inch unit is being used by Spanish TV station for delivering interactive weather information and major mobile phone companies have developed 3D through window information displays in shopping centres and

exhibitions.”

Since its launch in April 2005, the interactive Touch Screen Foil has been sold through a network of 60 added value resellers across the world, which is appealing to many multi-nationals as brand promotion can be rolled out internationally with local support.

The interactive Touch Screen Foil with its special removable fixing system is adaptable for use as a temporary display at exhibitions, shopping malls, public spaces, both inside or outdoors, offering exciting new opportunities for marketers.

For example shop windows; existing LCD and rear projection screens and tabletops can be made interactive with the revolutionary new foil, which can be made up to 1.2 by 2.4m wide (100 inch 16:9 format). This enables an exciting new way to communicate with anyone requiring quick access to dynamic information.

“Interactivity is a great way of increasing the effectiveness of your communication,” explains Mike Cole, Visual Planet Marketing Director, “An interactive display creates a dialogue with the visitor enabling them to have a unique experience based on the information that the individual wants to extract. For the marketing manager this provides a unique opportunity to find out what customers are interested in and to elicit feedback from them.”

“Large touch screen Interactivity is really coming of age, as more businesses and organisations wake up to the potential and the technology can now live up to the promise,” concludes Mike. “The only limit really is your imagination - the content can be anything from text and pictures, to sound and video. It’s bringing the Internet to high-streets, offices and shop windows.”

Visual Planet has been kept busy making the interactive Touch Screen Foils since it moved into its new manufacturing facility earlier this year.

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