

# Stick it and touch it

## Visual Planet launch new removable foil allowing through-window interaction



Shop windows or other existing LCD and rear projection screens can now be made interactive thanks to a revolutionary new “foil” from Visual Planet. The technology, known as ViP Interactive, uses a transparent foil which can quickly and easily be attached to a window in under half an hour.

“ViP Interactive provides a unique way to upgrade existing multimedia screens mounted in a window, adding a whole new dimension to their use – providing access to catalogues, feedback or a

website through a window,” said Commercial Director Mike Cole. “This will be a superb tool for anybody looking to expand on an existing display system, whether in a shop, reception area, visitor centre, government office or anywhere else.”

The foil is the first product of its kind to provide “instant interactivity” with no need for a new screen, and will mean that customers who have purchased large LCD or projection screens for window displays will be able to increase their return on investment. Interactivity will enable customers to touch the window to get more information, for example to enter a competition or a seasonal promotion.

“ViP Interactive can be attached using non-permanent fixing method, so it can be moved to other locations, ideal for retail operations who wish to rotate a promotion around the country” explains Cole.

The ViP Interactive foil is part of a growing range of Visual Planet products. The company makes interactivity more accessible to resellers, designers and multimedia companies, and has received orders from Portugal, Spain, Germany, Croatia and the US, with further interest coming from Australia and Asia.

More information on ViP, including applications and further benefits, is available at [www.visualplanet.biz](http://www.visualplanet.biz).

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