

# Visual Planet Meets Goliath at Innovation Awards



“Technology is back”, declared Tony Bailes, senior partner of law firm Nabarro Nathanson, at the Technology Industry Awards 2003 at which Cambridge company Visual Planet scooped awards in two of the eight categories.

It was a proud night for the Visual Planet team who have developed a unique interactive display system which is being used in the high street and by major brands. At the upbeat ceremony on November 11th, the finalists, which included Visual Planet among giants such as

Sage, BT Global Services, and Fujitsu Consulting, were praised for their track record of measurable achievement.

Visual Planet impressed judges in both of the innovation categories – ‘Most Innovative Use of Technology in a Project’ and ‘Most Innovative Product’. Its Broadscreen Interaction makes it possible to create large, dynamic displays in public places. By simply touching a special holograph screen or window, people can gain access to web information and colourful digital images even in high ambient light conditions with no need for a keyboard. It creates selling opportunities 24 hours a day, seven days a week.

Speaking after the Reading awards ceremony, Vernon Spencer, Technical Director at Visual Planet, said: “We were encouraged by the optimism that was expressed on the night by the impressive mix of technology companies and judges and were delighted to be part of such a prestigious event.”

In praising the finalists Bailes, who has spent time recently in the US, said there is now a clear indication on both sides of the Atlantic that the IT business is finally emerging from recession. He added in a pun about Arnold Schwarzenegger now being Governor of California: “Technology is Back”.

He was one of the independent judging panel which also included Michael Jackson, Chairman of Elderstreet, Warren East, CEO of ARM, Steve Gill, UK MD of Hewlett Packard, Jo Taylor, MD of UK Technology at 3i, Lesley Stretch, UK MD of Sun Microsystems, Charles Ward of Intellect, and Andrew Lawrence, Editorial Director of Infoconomy.

Spencer, part of the original team behind PIPEX the UK’s first internet service provider, added: “The audio visual market is set for a boom in 2004, especially with the development of new internet applications and Visual Planet is already the leader in this field. We intend to continue moving into new target sectors and see great potential for Broadscreen Interaction in airports, receptions, shop windows, travel and estate agents and many other public places.”

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About Visual Planet [www.visualplanet.biz](http://www.visualplanet.biz) Tel, 0845 123 5370

**Visual Planet** was runner up in the ‘Most Innovative Use of Technology in a Project’ and ‘Most innovative Product’ at the Technology Industry Awards 2003 at the Royal Berkshire Conference Centre, Reading.

The company develops designs and implements dynamic interactive visual solutions. It is based at St John’s Innovation Centre, Cambridge.

Its technology – called ‘Broad Screen Interaction’ - extends the scope of proven techniques such as touch screens, streaming media, projection and holography, thus enabling large screen interactive displays to be

created in shop windows and reception areas.

Benefits of this approach include:

- grabbing attention - moving images and interaction engage the audience and create sales opportunities
- responding swiftly - promotions can be tailored, updated and regionalised quickly and cheaply
- keeping up-to-the-minute - news updates, changes and urgent information can be communicated effectively
- generating revenue - more value can be extracted from reception areas, and opportunities provided for selling 'slots' on poster sites and at venues.

Innovative Digital Visual Messaging is used to control and distribute content to an individual device or a network of visually interactive devices via the Internet, and information is projected onto specially formatted screens incorporating laser treated holographic film.

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