

# Winning Year for Visual Planet with Awards Success



Interactive high street shopping, where products and images are viewed by touching a window, wowed judges at the national Information Management awards.

Visual Planet, which developed the exciting new way of bringing web information to the public, was commended in the Personalised Information category and was also a finalist in the Product of the Year section, which was won by another Cambridge success story, internet technology giant Autonomy.

It provided a perfect close to a triumphant year for Visual Planet, after also recently scooping two innovation awards in the acclaimed Nabarro Nathanson Technology Industry awards.

Visual Planet has seen turnover increase by 400% in the last year and has installed systems in estate agents, high street stores, corporate reception areas and airport lounges. The Information Management awards, presented at London's Grosvenor House Hotel, celebrated the success of companies working in the 'management of business information and knowledge in an e-business environment'.

Visual Planet's Broadscreen Interaction brings the power of Internet and multimedia technology to large billboards and displays in public places. By simply touching a special holograph screen directly or through a shop window, people can gain access to web information and colourful digital images in all light conditions with no need for a keyboard. It creates sales opportunities 24 hours a day, seven days a week.

Speaking after the awards ceremony, Vernon Spencer, Technical Director at Visual Planet, said: "We firmly believe the audio visual market is set for a boom in the next year. Stores are starting to realise the benefits of visual technology and have made investments in plasma screens, but these are passive. Interactive displays that engage and involve potential customers and create sales opportunities are the way of the future."

Spencer was part of the original team behind PIPEX the UK's first Internet service provider. He believes Broadscreen Interaction grabs the attention of passers by and says promotions can be tailored, updated and regionalised quickly.

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**Visual Planet** 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 dynamic displays to be created in shop windows and reception areas.

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