



**Digital Marketing. Smart Merchandising. Business Intelligence. Security Solutions.**

**Business  
Intelligence  
Solutions**

**Digital  
Marketing  
Solutions**

**Intelligent  
Merchandising  
Solutions**



**Device  
Management  
Solutions**

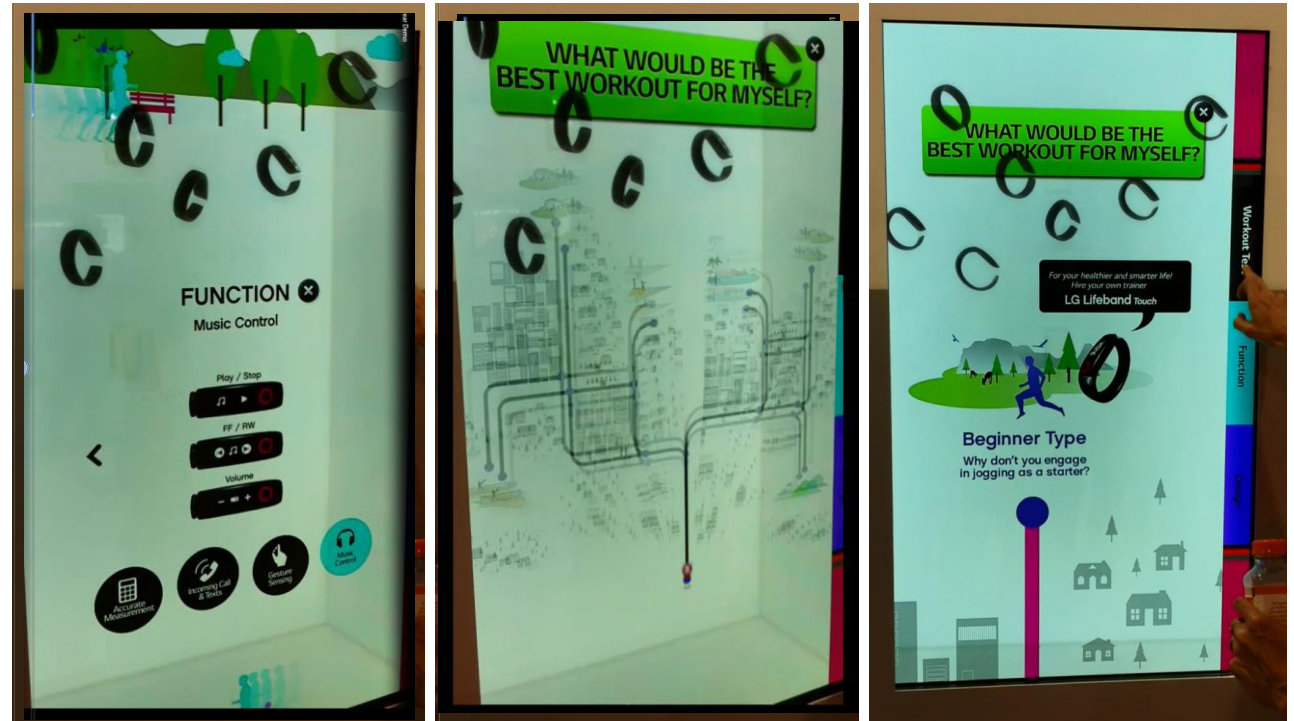
**Store  
Concept  
Solutions**

**Promotional  
Merchandising  
Solutions**

**Interactive Product Finder Apps.**

## Transparent 3D Displays

- Physical objects inside the display case trigger the consumer's curiosity
- The transparent touch panel allows for exciting interactions and gameful ways of finding out which product suits best – simply by clicking on «yes» or «no» and watching the choice tree develop
- Short video clip embedded here ->

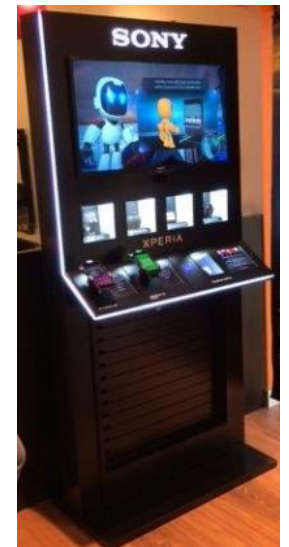


## Augmented Reality Displays.

- Through gesture control, the consumer interacts playfully with the products and services.
- The product carousel turns right or left and by a simple «thumbs up» gesture, the customer chooses his preferred product.
- A trailer then describes the benefits.
- Short video clip embedded here ->



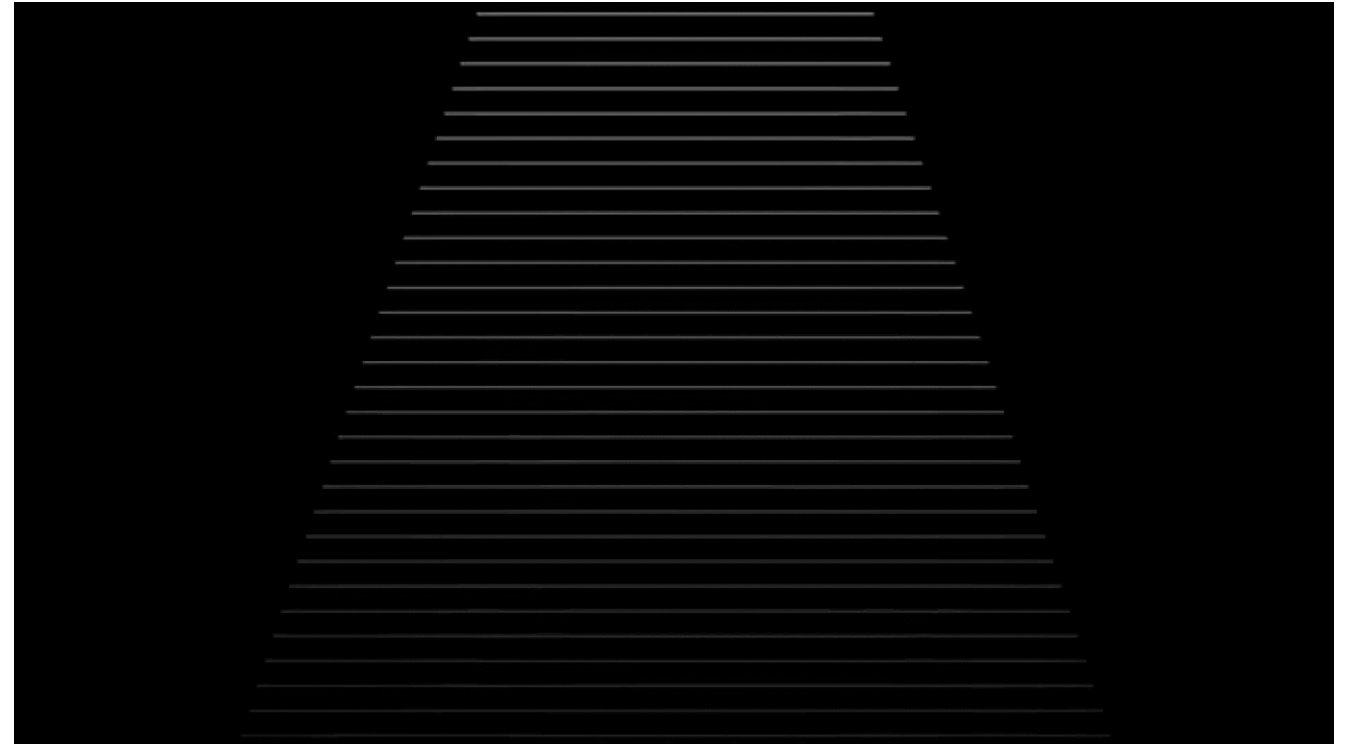
Sony AR Product Finder (Video-Clip)



Sony Kiosk

## Touch Surface Displays.

- Seemingly through natural touch gestures, the consumer haptically tests the footwear and can «click» on the presentation table for more information
- Technically, the table is a fake touch surface, as all interactions are coordinated and sensed through top-down cameras, and so is the content projected from the ceiling onto an ordinary wooden table.
- Short video clip embedded here ->



Shoe Finder App (Video-Clip)

## Product Finder Tablet with LEDs.

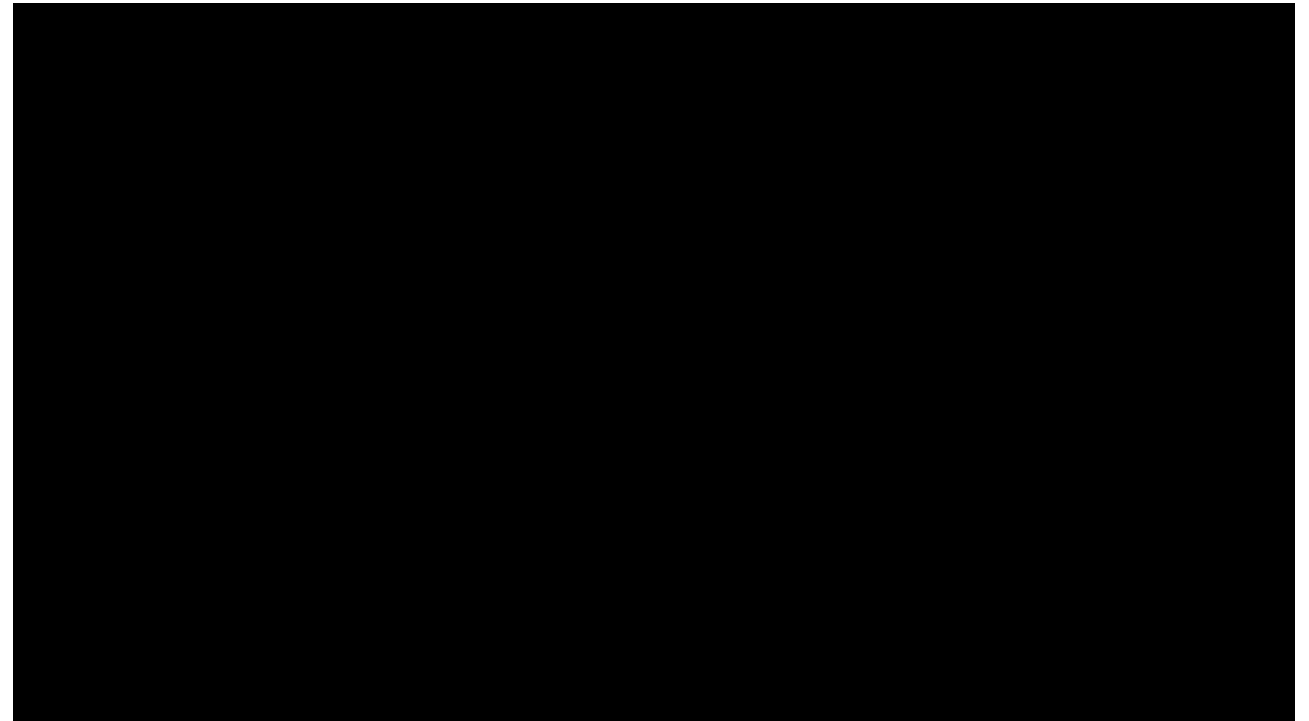
- Playfully answer the questions that best describe you to find out which products suits you best. Example: Wearables.
- You see the progress you make and after the last choice has been made, the perfect match is proposed, and the respective product lights up.
- Suitable for many products and many forms of interaction: touch, gesture, etc.
- Short video clip embedded here ->



Wearable Product Finder App (Video-Clip)

## Holographic 3D Displays.

- Seemingly through natural touch gestures, the consumer haptically tests the footwear and can «click» on the presentation table for more information
- Technically, the table is a fake touch surface, as all interactions are coordinated and sensed through top-down cameras, and so is the content projected from the ceiling onto an ordinary wooden table.
- Short video clip embedded here ->



Shoe Finder App (Video-Clip)



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