



## Press Release

# eyefactive presents the first AppStore for professional Touchscreens at ISE 2014

At the world's biggest trade fair for AV- and presentation technology eyefactive showcases a novel app platform offering software for touch displays in professional use. Apps which allow for a simultaneous joint multi user operation on large touchscreens are available for digital signage solutions at trade fairs, events and point of Sale (POS). These will come into use in interactive product catalogues with order function, digital maps displaying attractions in the area or games with integrated advertisements for multiple players.

The MultiTouch specialists from Wedel near Hamburg develop interactive software for business touchscreens, which allows partners and customers to create individual designs and to integrate their own content. The new AppStore facilitates - as already established for smartphones and tablets - the acquisition of new apps and updates on the internet by a simple click.

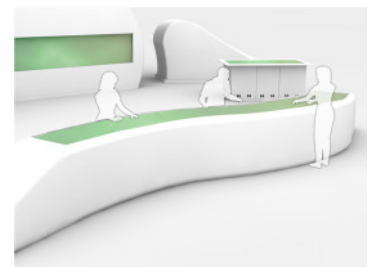
Intuitive operation just by finger devoid any keyboard has revolutionized the mobile communication market. App stores of well-known manufacturers offer an abundance of apps for mobile devices with small display formats. Large displays with MultiTouch functionality are now also becoming exceedingly popular with the Digital Signage industry. Nevertheless a lack of appropriate apps is still a limiting factor concerning the vast possibilities of using such large systems in a professional context.

The contrast to consumer applications does not become apparent solely in the different use of a touch screen. Size of screens and increased number of simultaneous touch recognitions have made simultaneous, parallel and even joint multi user operation of software on a single display possible for the very first time. Though the difference to mobile consumer apps may appear small at first glance, the conception of apps does call for a completely new approach here.

It is exactly these kinds of innovative applications - so called MultiUser Apps - which are being created by eyefactive. A complete eco system consisting of administration software, AppStore and development tools enable external developers to create and distribute their very own MultiUser Apps. A first version has been published in November 2013: at [www.multitouch-appstore.com](http://www.multitouch-appstore.com) apps can be tried out free of charge and without obligation after an initial registration. Please find an exclusive software booth in hall 9, booth number 9-F140.

Apart from the AppStore platform eyefactive also showcases the latest version of the OMEGA MultiTouch Module at ISE in Amsterdam. This modular system facilitates the design of tables or walls made from seamless touch displays to any size required - even round shapes are possible. The company presents a huge S-shaped MultiTouch bar to ISE visitors this year.

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Another particular installation at the ISE is their Hyundai i30 model fitted with an interactive touch rear window. The project for the automotive manufacturer was implemented in cooperation with several agencies and has received many awards, among others the EVA Award of Germany's FAMAB Association. The main eyefactive booth is located in hall 8, booth number 8-E200.

### About eyefactive GmbH

eyefactive from Wedel, Germany (near Hamburg) is the leading provider for interactive MultiTouch and MultiUser Technology in large scales. The product portfolio consists of modular MultiTouch Hardware, Software and Tools for developers. On oversized displays, integrated in tables and walls you are able to operate multimedia content intuitively by the movement of your fingers together with unlimited numbers of people all at the same time! For effective marketing e.g. at trade fairs or creative teamwork in companies. eyefactive has been awarded multiple times, e.g. "ICT start-up of the year 2012" by the German Federal Ministry of Economics and Technology. Clients are world renowned brands like Porsche, Mercedes-Benz Bank, Beiersdorf, Siemens and Olympus. Please find further information here: [www.eyefactive.com](http://www.eyefactive.com)