



Press release

eyefactive and 3M cooperate at ISE 2017

It is the fifth time in a row that eyefactive showcases its latest developments in the field of interactive digital signage at the Integrated Systems Europe (ISE). This year, eyefactive will present itself next to its technology partner 3M. In cooperation with the American touchscreen specialist, eyefactive is going to exhibit its state-of-the-art LCD object recognition technology.

In recent months, object recognition on LCD touchscreens has been one of the trendsetting topics in the sector of interactive displays. In combination with the touchscreens from 3M, eyefactive reveals the possibilities of this innovative technology. Visitors of this year's ISE are welcome to test the technology and get more insight into their interactive systems at booth H230 in hall 8 from the 7th to the 10th of February.

"Object recognition on touchscreens together with interactive software connects the physical with the digital world. The precision of the 3M touchscreens allows to recognize several objects, even at the same time." said Matthias Woggon (eyefactive).

Frank Habel (3M): "The software technologies from eyefactive in combination with our high-end touchscreens provide a complete solution with almost unlimited possibilities to customers."

Object recognition on touchscreens has increasingly been used in the digital signage industry, among others at the point of sale, in flagship stores, at exhibitions, events as well as in museums and science centers.

In addition, eyefactive presents its interactive module system OMEGA by means of a three meter long multitouch counter. The curved, S-shaped touchscreen is unique compared to commonly rectangular monitors available on the market.

Furthermore, it will be the first time for eyefactive to showcase an interactive shop window. This new concept highlights the technical trends in the retail sector. It provides shop owners with new omni-channel marketing opportunities at the point of sale. For instance, thanks to the interactive display customers can access further information about the products in the shop window.

Another debut, the new "Hypebox" provides a similar function. It is a mobile version of the interactive shop window. This box is specifically designed for the presentation of a single product, which is being perfectly showcased, while customers can open additional contents on the transparent multitouch display.

All interactive systems at the exhibition stand use the latest version of the eyefactive touchscreen CMS software AppSuite. Among others, the usability has been enhanced in version 2.4. With an improved layout and new project interface, app management and creation of Mods have been significantly simplified.

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About 3M

The multi-technology company 3M was founded in Minnesota, USA in 1902 and is one of the most innovative companies in the world today. 3M is represented by nearly 90,000 employees in 200 countries with a turnover of 30.3 billion USD in 2015. The basis of its innovative strength is the versatile utilization of its 46 own technology platforms. Today, the portfolio comprises more than 50,000 different products for almost every aspect of modern life. 3M owns more than 25,000 patents and makes one third of its sales with products that have been on the market for less than five years.

For further information, please visit: www.3M.de

About Integrated Systems Europe (ISE)

The Integrated Systems Europe (ISE) in Amsterdam is a trade fair with a focus on topics such as audio, digital signage, residential solutions, smart building and unified communications. More than 1,100 exhibitors present their latest products to over 65,000 expected visitors. In the education sector ISE offers a comprehensive program of training courses and certifications, talks and show acts, complementing the scope of the exhibition and providing an added value to participants.

For further information, please visit: www.iseurope.org

About eyefactive

eyefactive from Wedel (near Hamburg / Germany) is the leading provider for interactive multitouch and multiuser technology in large-scale. The product portfolio consists of flexible and scalable multitouch displays integrated into tables and walls as well as the first dedicated app-platform for interactive signage software. For effective marketing at points of sale & information and 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 more information here: www.eyefactive.com