



EVENT TECHNOLOGY REPORT

EM DOWNLOADS THE INDUSTRY'S TOP TECH TOOLS
THIS MONTH: DIGITAL DISPLAYS

Every conversation in the event marketing industry eventually comes around to technology. You want to know what tools are out there to make your jobs easier, make your programs more successful and most crucially, make your target consumers love you the most. We have heard your calls for help and with this monthly series, EM's own Ken Briodagh collects and codifies the hottest, newest, most interesting, best (and sometimes worst) technological doohickeys available to you. We'll even rate them for you on a scale of 🍷🍷🍷🍷🍷 ("Skip it") to 🍷🍷🍷🍷🍷🍷 ("Do it now").

IT'S 2014, space travelers, and for the first Tech Report of the new year, we've decided to bring you an insider's look at some of the best and brightest options in digital display technology. If your brand's live marketing is the face of your brand to your clients and customers, the display is the face of your campaign. These days, the options for interactive and

informative displays are as countless as grains of sand, but the most interesting and fastest growing categories are interactive storefront-style displays, gesture-based no-touch swiping displays, large-format multi-touch displays and gigantic-format projection. Here, we've brought you some of the leaders in these areas.



Leap Motion

You have an opportunity here. Thanks to this little guy, your brand is about to become the coolest player on the presentation stage and consumer marketing circuit. This tiny, inexpensive gadget gets paired to your computer and transports you about 20 years into the future. We'll tell you how, but first, The Facts:

WHO: DB Pixelhouse

WHAT: Leap Motion

WHY YOU CARE: When DB bought the Leap Motion box last year, it took a simple idea and made it a realistic option for bringing futuristic gesture-controlled systems into mainstream events. Gesture, up until now, has been

dominated by Microsoft's Kinect system, which if we're being honest, kinda works. Sometimes. If you're very careful with it. And you pair it to a Microsoft system. Now, Leap Motion unleashes you and put this tech in anyone's hands, to be used with any UI.

HOW IT WORKS: Leap Motion is a USB-sized device which uses infrared motion sensing to enable computers and

screens to be controlled by mid-air hand and finger gestures. Yes—it can detect movements by each individual finger. The system tracks movement in 3D, so users can reach and grab virtual objects and move them around the surface with an accuracy to 1/100th of a millimeter.

HOW MUCH: \$79.99 per unit. I know, right?

WEBSITE: dbsystems.co.uk

WE SAY: 🍷🍷🍷🍷🍷 It's about damn time. This tech was due to get cheaper and more sensitive a year ago, so it's good to see it rolling out now. I want one for my house.



Inwindow Outdoor

When it comes to pulling in the attention of passersby, a motion-responsive storefront is a solid choice. If you want to *keep* their attention though, you're going to need something more. You're going to need some fun. These smarty-pants have it all figured out and we'll let you peek inside, but first, The Facts:

WHO: Inwindow Outdoor

WHAT: An interactive billboard that

combines multi-player gaming, multi-touch interactivity, 3D cameras, gesture tech and HD graphics to make every consumer the star of his or her own brand adventure. Last year, Inwindow did a 64-foot-long puppy play time window for Purina Beneful in New York City's Columbus Circle and it was so much fun for consumers the whole thing went viral. Of course, they used puppies so they kinda cheated.

WATCH:

youtube.com/watch?v=law4tTxXAWk

HOW MUCH: They get a pass on this because it's so bloody variable. Want to wrap a whole block? Break out the checkbook.

WEBSITE: inwindowoutdoor.com

WE SAY: 🍷🍷🍷🍷🍷 In short, puppies are awesome, and this technology is almost as awesome as puppies. A rule of thumb, bigger IS better here, so don't be a cheapskate. Also, puppies.

v-Wave

One of the key stumbling blocks for gesture has long been figuring out how to make the infrared sensors recognize the flailing movements of the frequently spazzing users. One approach is to try and build software that can interpret anything. These guys took another, smarter approach. We'll tell you what it is, but first, The Facts:

WHO: Kaon Interactive

WHAT: v-Wave

WHY YOU CARE: The v-Wave is the smarter gesture recognizer. It's programmed to pick up specific commands based on a set of specific, intuitive hand movements. Each movement corresponds to a given command, eliminating the device's confusion about what the user wants to do and preventing the arm-waving, semaphore-like gyrations that are the usual gesture-based experience. This is really tailored to presentation pros who can get some training in what to do, but isn't at all hard to learn, so it's conceivable that the right consumer or trade show audience could get their hands off it, too. (See what I did there?)



HOW IT WORKS: This is a bit of a tough one. The v-Wave needs to be paired to a Kaon v-OSK screen in order to work—all proprietary and therefore more expensive. The short strokes are that the software embedded in the screen reads the commands through the v-Wave and translates them to actions on the screen.

HOW MUCH: Depending on options, you can spend between \$25,000 and \$75,000

WEBSITE: kaon.com

WE SAY: 🍌🍌🍌🍌🍌 Look, with so much required hardware and proprietary software, and some pretty high costs, we couldn't be any more generous than this, despite the fact that we really like the way it works. Of course, the command structure will limit the functionality, too.

MultiTaction

Large-format, multi-user multi-touch is in that sweet spot of familiar enough to be fun and new enough to still smell cool. But this next punter isn't letting this display tech sit on its laurels. Get ready

for the next phase in multi. We'll tell you what it is, but first, The Facts:

WHO: MultiTouch

WHAT: MultiTaction

WHY YOU CARE: What is the biggest limitation on how we can use large-format multi touch interactives? The number of concurrent users, right? We can make the screens almost as big as we want, but unless you can stack the peeps in there, you've got a super

annoying line. Not anymore.

MultiTouch's MultiTaction system not only includes all of the augmented reality



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and multi-touch features we've all come to expect, it allows an unlimited number of concurrent users. No limit. Now that's thinking ahead.

WHAT IT IS: The company makes a series of interactive walls up to eight feet wide and four feet tall and table-integrated multi-touch displays up to 55 inches in size. All MultiTaction-enabled units can track unlimited touch points, including hands, fingers, fingertips, 2D markers, real-life objects and are super-thin at less

than 20 centimeters deep.

WATCH: youtube.com/watch?v=ZKSc-KU6jk0

HOW MUCH: Hold your breath and cross your legs. The range of models go from about \$12,000 to \$25,000 depending on size. So it's not cheap. But not crazy, either.

WEBSITE: multitaction.com

WE SAY: 🍌🍌🍌🍌🍌 This is a tech that needs to be ubiquitous. Give me a 600-foot-long and six-foot high wall with 200

people playing a game together on it and I'll finally stop complaining. About this, anyway. Cost is reasonable, and results are great. What more do you want?



3D ON-Spot

3D projection mapping is the darling of large-format display these days. But it's kind of a pain, right? It takes a lot of time and effort to map out a building facade, not to mention the coding of the projection. Well, think again. We'll tell you what we mean, but first, The Facts:

WHO: Pearl Media

WHAT: 3D ON-Spot

WHY YOU CARE: The custom stuff is awesome, but not always feasible, especially in a time crunch or on a budget. Until now, you had little choice if you wanted quick, easy and cool 3D projections. Enter Pearl's 3D ON-Spot, designed to offer 3D projection content with no building mapping. The content is developed through Pearl's proprietary software and rendered in 3D to create the fun, disruptive effects you want from projection activations without all the hassle of mapping a surface. Which means you can take it on the road. Any flat wall becomes a usable surface.

THE LIMITS: ON-Spot is really best used guerrilla-style, in surprise activations, thanks to its nimble nature, but know this: you won't be going huge just yet. Currently the size limit is 600 square feet. So the Pyramids are out... for now.

WATCH: vimeo.com/63085587, youtube.com/watch?v=QN3FMDWnAZI

WEBSITE: pearlmedia.com

HOW MUCH: \$30,000 will buy you up to one minute of content; the projection team will be \$15,000 to \$25,000, depending on size and location.

WE SAY: 🍌🍌🍌🍌🍌 Love, love, love this. Making buildings come to life is seriously fun, and being able to do it on the fly makes it even better. 📺 -K.B.

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