

INTERACTIVE SIGNAGE APP-PLATFORM

TOUCH FUTURE. TOGETHER.



All Touchscreens. One App-Platform.

Interactive Digital Signage

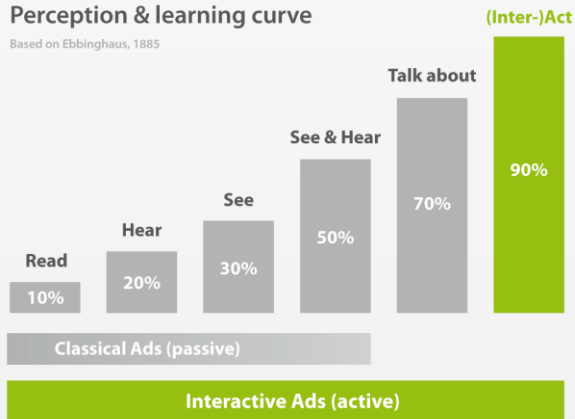


At a double digit growth rate per annum digital signage has become the trendy topic of the future. eyefactive is already one step ahead though and combines **digital content with multitouch technology** in large format: *interactive* digital signage.

By means of interactive content clients are being actively integrated in the communication process and thus much more emotionally and sustainably involved than by any conventional passive media.

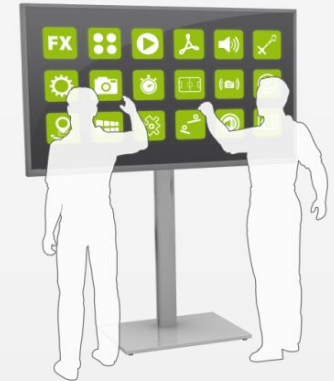
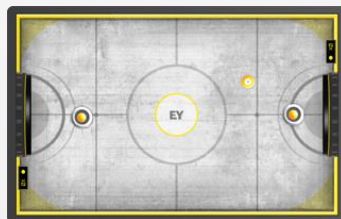
Perception & learning curve

Based on Ebbinghaus, 1885



Applications

Present yourself as an innovative enterprise and **make brands and products an interactive experience** for your clients: a virtual catalogue in a shop window, a digital consulting desk in a flagship store or an info terminal at the airport.



First Interactive Signage App-Platform

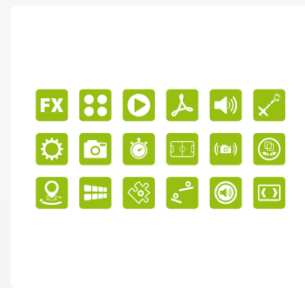


Based on eyefactive's innovative award-winning **multiuser technology**, a whole new eco-system emerges for interactive software on large-scale professional touchscreens.

 **APP SDK**

 **APP STORE**

 **APP SUITE**



DEVELOPMENT
FRAMEWORK

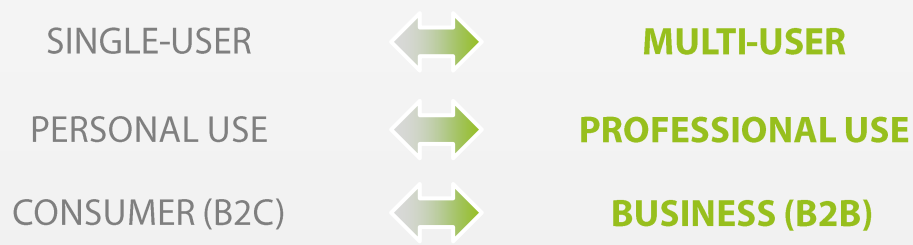
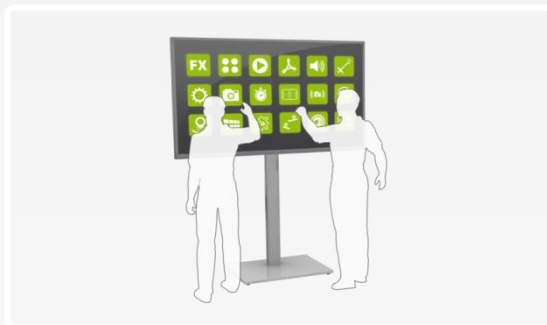
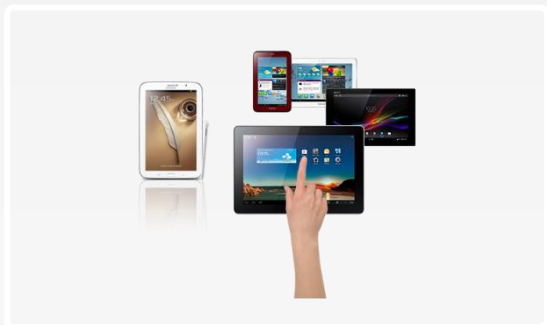
ONLINE APP
MARKETPLACE

DISPLAY
TOUCH CMS



MultiUser: Evolution in software design

Business apps on large-scale touchscreens for multiple users and professional use demand a totally new approach in software design and architecture.



APP SUITE



The intuitive content management system (CMS) enables you to easily integrate your own content and designs. In a few steps you will create your individual multitouch software solution – **no programming skills required!**



APP SUITE



Partners & customers **benefit significantly from lower costs and production time** when customizing *ready-to-use* apps instead of developing from scratch.





In our own AppStore we have a great variety of apps for professional interactive signage applications waiting for you. You may test all apps, combine and customize them, completely free of charge. Simply download and install the AppSuite software on your PC.

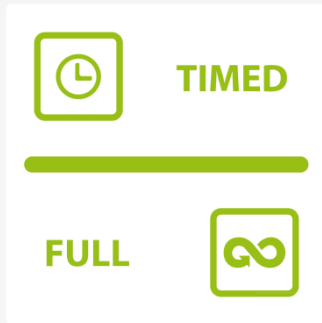
www.multitouch-appstore.com



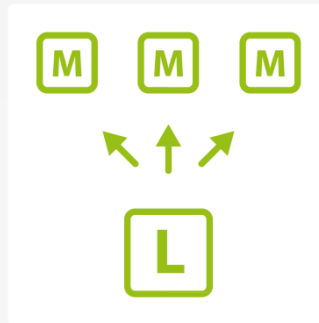
APP STORE



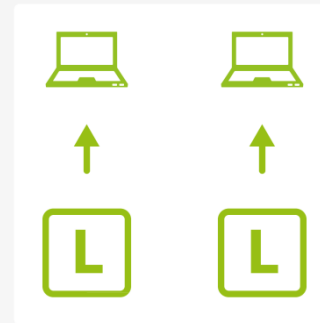
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A licence is valid for one device, **all updates included**.

Trends & Facts: Digital Signage

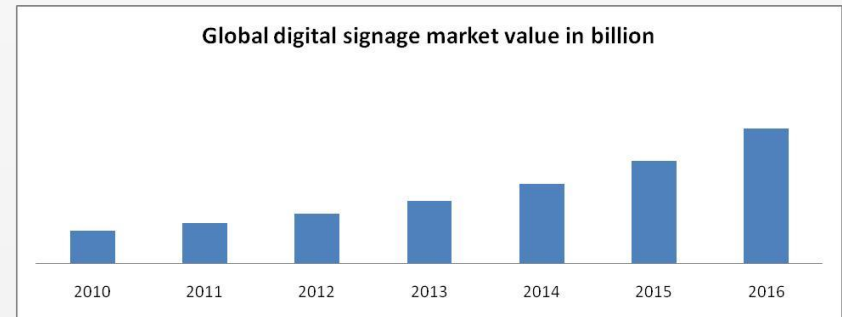


Electronic displays with digital content used mainly for advertising purposes in stores or public spaces. With a growing number of touchscreens, digital signage evolves to → **interactive signage**.



Until 2016 the worldwide digital signage market has an expected growth rate of **more than 25% per year up to 13,2 billion USD**.

(Source: [marketsandmarkets](#))

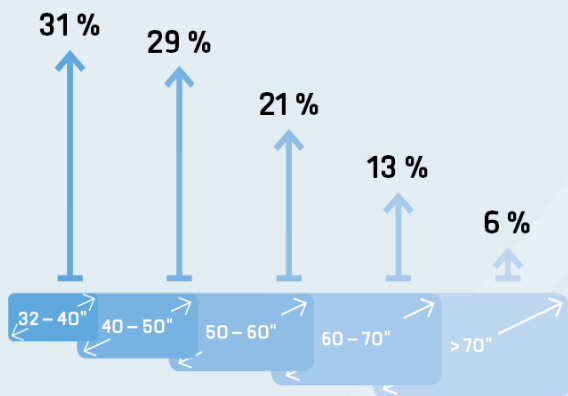




Trends & Facts: Displays + OS

Typical screen sizes range between 32 to 60 inches. The OS market for media players is dominated by Windows, though demand for Android media players is rising.

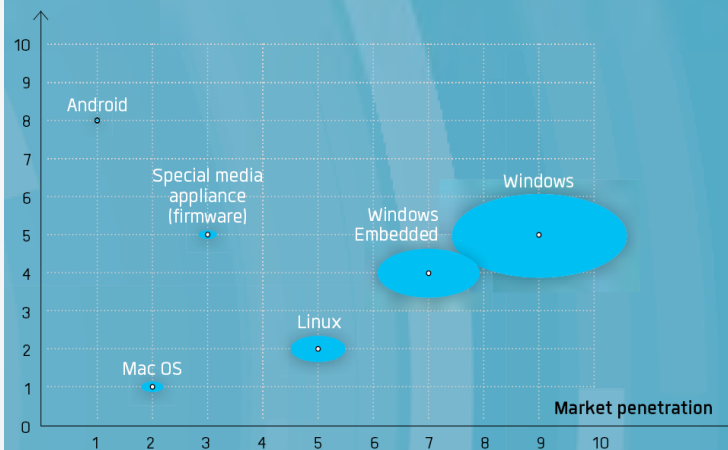
The most popular display sizes



$\frac{1}{5}$ of all displays are larger than 60".

Operating systems in digital signage installations

Demand dynamics



Windows predominates in digital signage projects.

Trends & Facts: Signage Touchscreens



Touch technology now advances to large-scale displays by renowned manufacturers for professional interactive use cases.

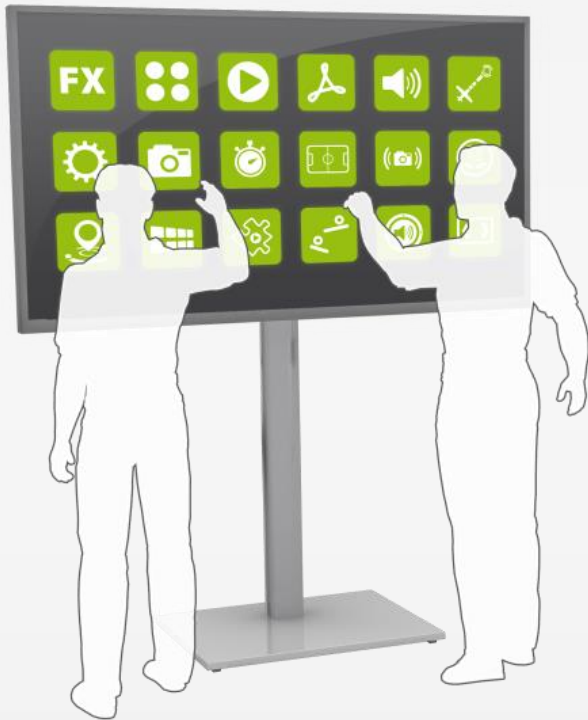
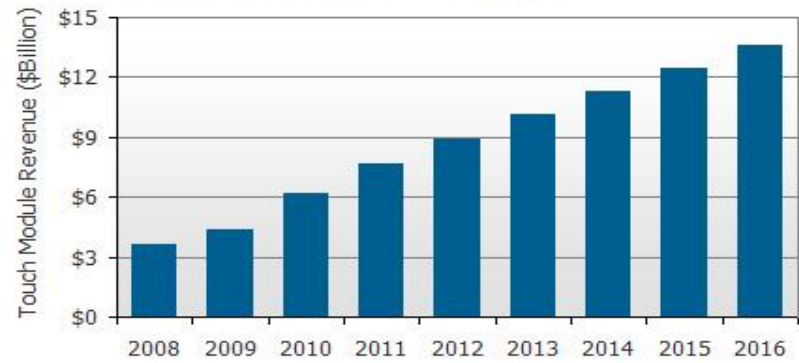


Figure 1: Touch Screen Module Revenue Forecast



Touchscreen revenue forecast over
13,5 Billion USD in 2016

(Source: displaysearch.com)

GET STARTED NOW !!



Download and install
AppSuite for free on every
Windows-PC / Touch Screen.

Choose apps and
customize them easily with
the **integrated touch cms.**

Your interactive signage
projects ready to go with
minimum effort.

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