



# Projection wall in a tour

Case: IP Deutschland

Product: MultiTouch Box

Use case: exhibition



A multiuser multitouch back-projection box (3 meters long, 2 meters high) and the application developed for IP Deutschland.

**By using a large MultiTouch Box, IP Deutschland (RTL Group) demonstrated their solutions in a dedicated event tour.**

IP launched a promotional tour targeted to advertising agencies covering four cities in Germany. The MultiTouch display attracted attention at the events as invited participants enjoyed browsing through the advertising opportunities and cases on the oversized, eye-catching display.

Attendees playfully browsed advertising solutions and cases by zooming, sorting, and resizing pictures and videos. Interactive presentations by IP staff to small groups were also well received. Individuals and groups of participants enjoyed themselves while they learned about IP's marketing opportunities, making it a more memorable and positive experience. Participants were impressed when the display was used to demonstrate future marketing opportunities using interactive screens.

The Multitouch display strengthened IP's brand as a premier provider of innovative advertising solutions. IP handles advertising for the RTL Group, including broadcasting on terrestrial and satellite TV, mobile, web and cross media applications.

## Complete project delivery

MultiTouch was in charge of the concept design, the development of a customized application, as well as the production and installation of the screen.

The solution was based on a large, seamless MultiTouch back-projector display. The box was easy to move from one venue to another – It was set up in less than one day and prepared for transport in one evening.

### More information:

#### IP Deutschland

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## /// Challenge

The client needed to get a target group interested and involved with promotional material in events.

## /// Solution

MultiTouch back-projector display, concept design, application development and installation.

## /// Benefits

The audience found eye-catching content exciting and interacted with it. The display was easily moved from one venue to another.