



World's largest interactive bar

Case: Graffiti Bar in Tokyo

Product: MultiTouch Cell & MultiTouch Box **Use case:** Bars & Restaurants

Green Light Productions wanted to create a new kind of bar concept to attract high-end clientele. MultiTouch allowed Graffiti Bar to be made completely interactive by integrating MultiTouch displays to all tables and bars.

MultiTouch LTD and Green Light Production recently teamed up to develop the world's largest hospitality multitouch display installation at the Graffiti Bar in Tokyo. This engaging, interactive display consists of seven 46-inch and seven 32-inch MultiTouch Cell LCD units set up as bar-top and lounge tables and two large wall projection screens.

Central to the theme of the Graffiti Bar, which offers "artistic dining," high-end patrons can draw their own graffiti on the multitouch displays, and can browse drink and food menus, interact with their waiters, play games, and enjoy media content provided by the bar. Interactive special effects, including virtual champagne bubbles and lightning bolts, react to touch and objects placed on the tables. VIP cards placed on the multitouch

displays will trigger exclusive VIP content. All content is remotely controlled from the MultiTouch Control Interface, located behind the bar. These specialized applications provide individualized content and perfectly complement the customer's ubiquitous mobile applications.

Green Light Production wanted to create a compelling, unique bar environment that would enhance the experience for the patron and the employees, as well as increase overall sales for the business. They chose the MultiTouch Cell because it is a stable, high resolution, solution with immediate response and delivery. In addition, the MultiTouch Cell is the only Full HD true multiuser multitouch solution based on LCD that is readily available in the marketplace.

Video: <http://www.youtube.com/multitouchfi#p/a/fi/0/fjV0-3uqPQW4>



More information

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/// Challenge

To attract customers and provide them with strikingly different entertainment experience.

/// Solution

Seven 46-inch and seven 32-inch MultiTouch Cell LCD units and two large wall projection screens with MultiTouch bar application suite

/// Benefits

Interactivity allows new revenue streams: effective sponsoring, exclusive VIP services. Differentiation creates a unique brand.