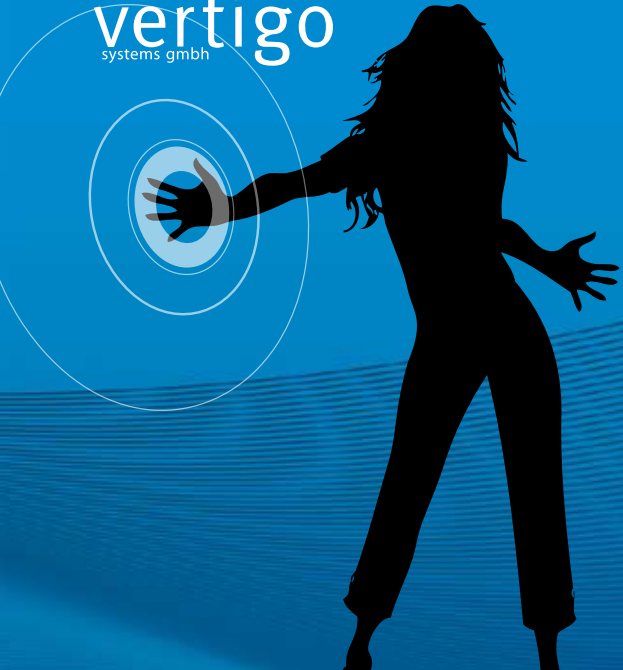


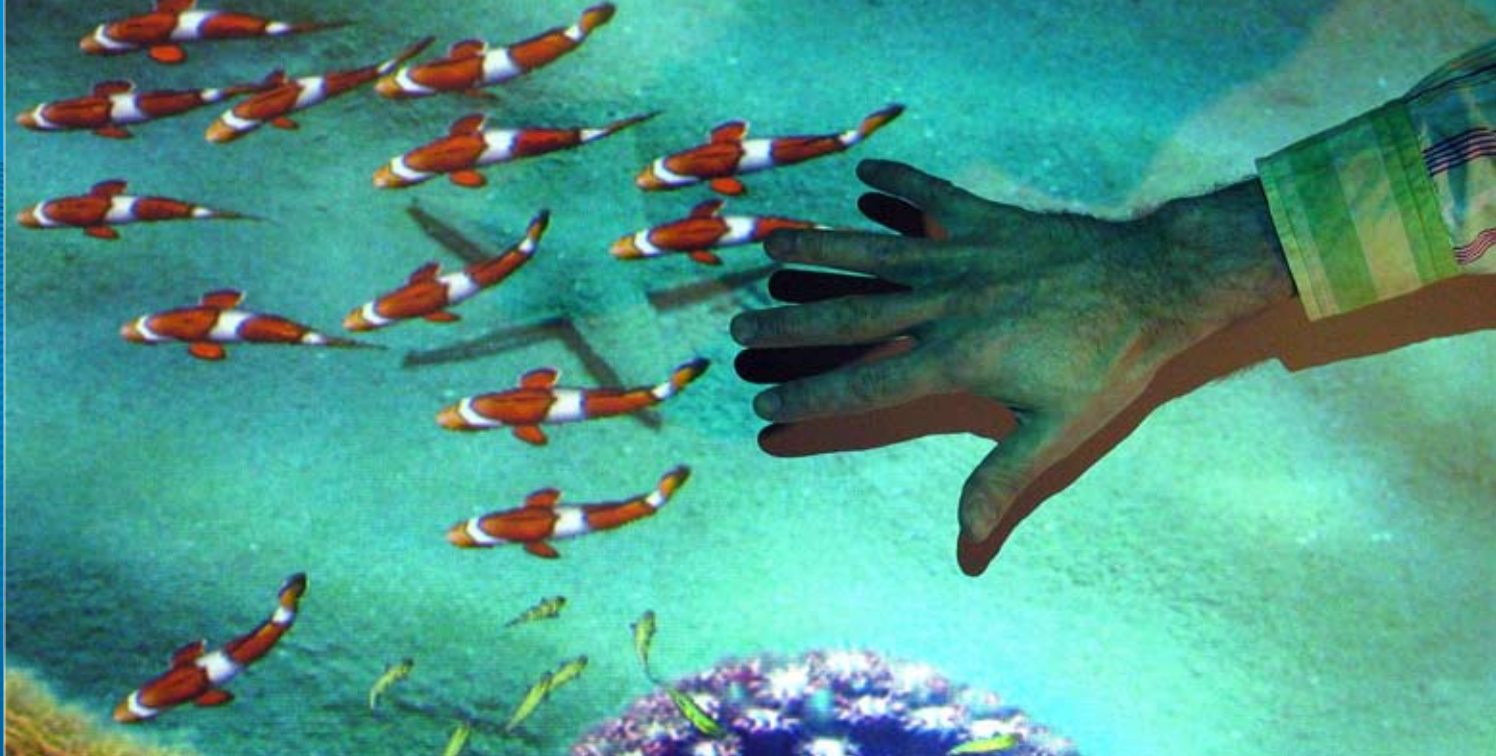
vertigo

systems gmbh



living surface

interactive floors, walls and tables



living surface interactive floors, walls and tables

›living surface‹ are breath-taking, interactive touch surfaces with lively contents you can touch, experience and play around with. Our ›digital creatures‹ swim, hop or fly on the floor, wall, ceiling or table, always responding to the movements of all persons participating. ›living surface‹ can be rented or purchased.

how it works

The interactive experience results from a projection onto any sort of surface (floor, wall, table, ceiling, etc.) and the recognition of the participants on the ›playing surface‹ by a small observation camera. Along with projectors, we also make use of LCD and plasma displays.

why people love it

›living surface‹ is an innovative medium that turns the observer into a participant. This magical interaction with a world of images appeals to the senses and awakens emotions, making the observer a participant. Advertising messages can thus be communicated in a playful way, and the recall effect of ›living surface‹ is verifiably stronger than that of conventional advertising media.



living surface highlights

- there are a large number of standard effects available, from a fish pond to a soccer game
- it is easy to replace the pictures in these effects with your own range of images or advertising content
- supports content playlists
- any number of systems can be networked
- brilliant 3-D graphics
- extremely fast real-time response is guaranteed to excite everybody
- upon request, customized effects can be programmed at little cost
- updates of effects and games make it easy to extend an existing ›living surface‹ installation





living surface areas of application

- ingenious design element in shops, bars, hotels, clubs, lounges and discotheques
- advertising medium and infotainment at the POS, as well as for digital signage and the out-of-home media sector
- entertainment for young and old, for instance in museums, amusement parks and children's play areas in shops
- eye-catcher at trade fairs, events, promotions





living floor interactive floor projections

Interactive floor projections – the eye-catcher par excellence where people get actively involved:

- ideal as an attraction at trade fairs, events and promotional campaigns
- natural, appealing and playful interaction
- advertising surfaces with varying content which are easily remembered and can be used in many ways
- works touchfree and is thus robust, requires little maintenance
- projects in any desired size, one system can run up to four projectors, depending on the package chosen





living table interactive table

Interactive table as an eye-catcher or design element for entertainment or infotainment:

- ideal for bars, lounges, hotels, foyers, museums, clubs, discotheques or at trade fairs
- for events and promotional campaigns
- as advertising and information vehicle at the POS
- comes in various models with your own branding
- rear-projection technology, no hardware components are located outside the table
- touch sensitivity adjustable from 0 to 15 cm above the table top
- can also be projected on tables or furniture already at hand





living table for kids child-size interactive table

Interactive table for the tiny tots to play with and have fun:

- for children's play areas, for instance, in shops, museums, indoor playgrounds
- just the right height for children
- rear-projection technology, all hardware components are located in the table and no equipment visible from the outside
- can also be projected on tables or furniture already at hand
- comes in various models with your own branding
- upon request, sizes can also be customized





living counter / bar interactive counter or bar

Interactive counter or bar with sunlight readable TFT display screens:

- ideal for advertising, consulting, presentation and promotional purposes
- available for mounting on counters already at hand, enabling substructure with cabinets to give storage space
- comes with various substructures tailored to meet your wishes
- brilliant picture quality thanks to high-resolution TFT displays
- robust design, easy to transport
- sunlight readable





living poster attract & inform

Innovative two-step interaction combines entertainment and information:

- **step1-attraction:** Interactive pictures attract the attention of observers, a camera enables the display to respond to people passing by.
- **step2-information:** At the approach of passers-by, the display changes smoothly from ambient entertainment to infotainment, advertising messages or product details can then be queried using the touch function.
- sunlight readable, particularly well suited for bright surroundings
- easy to transport
- comes in single- or double-sided models, with screens on back and front
- ideal for the POS, at trade fairs or events, in hotels and information areas or as out-of-home media



living window interactive, life-like shop window advertising

Attract unbelievable attention with interactive shop window advertising:

- various touch solutions and display techniques available (projection/plasma)
- interactive pictures attract the attention of observers passing by
- for advertising with varying content, promotion campaigns, digital signage





living wall brings your walls to life!

Interactive wall projections – captivating highlight of every room:

- can be used as design element or advertising element with varying content and for ambient entertainment
- can be smoothly integrated into existing architecture/design
- either with projectors or with daylight-readable plasma or TFT screens





special sport games

interactive games add a highlight to every event

The interactive penalty kick guarantees real soccer thrills for young and old!

- consists of a double projection on wall and floor
- the animated 3-D goalkeeper reacts according to the direction and strength of the shot
- one of the most popular attractions at Madame Tussauds in Berlin
- also available as a rugby version

We offer a library of customizable casual games:

- hockey, pong, tennis and soccer with several players
- other games can be created upon request
- interactive games as a highlight for events, trade fairs and museums





living surface effects

thematic groups and individual effects

Our large number of ›living surface effects‹ are grouped thematically. We offer the effects separately or in a thematic package. You can design the effects yourself very easily by switching the image material. It is also easy to combine a variety of effects into a complex new effect.

fire/fireworks:

- fire
- lava
- fireworks
- explosions

lounge & bar:

- coffee beans
- ice cubes
- crown caps
- electric floor

cinema:

- popcorn
- red carpet
- movie trailer
- movie poster

fish and friends:

- fish
- dolphins
- butterflies
- lady bugs
- frogs

4 seasons:

- spring
- summer
- autumn
- winter
- spring lagoon
- summer lagoon
- autumn lagoon
- winter lagoon

sport games:

- penalty kick
- soccer
- tennis
- pong
- hockey
- rugby

kids entertainment:

- froggy: the game
- beetles
- kids-mosaic
- cars
- quiz
- airplanes
- fish & dolphins

advertisement:

- poster effect
- mosaic effect
- wipe effect
- product buttons
- movie poster
- logo trace

glamour:

- diamonds
- pearls
- golden water
- rose petals
- venice effect

... and many more



living surface easy customizing

- easy exchange of graphics and logos in all effects with your own imagery or advertising content
- supports integration of images, sounds and film footage
- creation of complex new effects by combining existing effects in various layers

Option:
bigger projector for extra large areas [10.000 Ansi]

sound, projector [5000 Ansi],
camera

PC installed
with living surface

upload your own graphics onto living surface!

