



## UMA AND MULTITOUCH LTD. INSTALL WORLD'S LARGEST PUBLIC MULTITOUCH DISPLAY AT SIEMENS CITY IN VIENNA

uma's SKIN™ is Industry's Highest Resolution Multitouch Display at 29 Megapixels; Semantic Web Technology Enables Content to Be Served To Unlimited Number of Users Through Linguistic and Contextual Analysis

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AMSTERDAM -MultiTouch, Ltd., developer of the world's first modular multi-touch LCD screen for large-scale displays, today announced that it has collaborated with semantic technology company uma on the world's largest public multitouch display, at the Siemens CEE Headquarters facility in Vienna.

The Siemens Identity Display, based on uma's SKIN™ product ([www.uma.at/skin](http://www.uma.at/skin)), includes 14 MultiTouch Cell 46-inch Full HD LCD displays, in a 10.5-meter wall that enables tens of visitors to simultaneously interact with Siemens information, as well as digital art, audiovisuals, local and global news, and other rich media and Web 2.0 content. uma has incorporated MultiTouch Ltd. display technology in its SKIN product, and at 29 Megapixels, the Siemens Identity Display has the highest resolution of any multitouch installation in the world.

SKIN enables visitors to explore a universe of Siemens values and topics that are presented and contextualized automatically from different data and web repositories, minimizing the Content curatorial effort for Siemens Corporate Communications. SKIN also includes person tracking technology, which allows it to react to the presence of people in front of or passing by the display. The interaction with the content is personalized on demand through RFID Technology. The Siemens Identity Display complements the impressive nature of Siemens City and communicates the multifaceted Identity of Siemens and its employees to an internal and external audience.

The Siemens City facility is the new headquarter for Central and Eastern Europe (CEE), and is home to 6,000 local employees. Designed as a model eco-friendly facility, with the most advanced green building technology, Siemens City is comprised of two new buildings as well as the existing structures on Siemensstrasse in Vienna's Floridsdorf district. The Siemens Identity Display based on SKIN is prominently positioned in the lobby of Siemens City, and is connected to the building's internal system.

"The design of Siemens City includes a fully-integrated, energy-efficient view of a holistic facility, and the Siemens Identity Display based on SKIN was meant to convey the connected nature of Siemens as a company," said Christian Doegl, the CEO of uma. "We wanted to create an appealing visual experience that would leverage the latest multitouch technology and our work with MultiTouch has borne the fruits of a complex design with stringent technical requirements."

MultiTouch worked closely with over a three-month period to meet the deadline for the June 11, 2010 opening of Siemens City with more than 8.000 visitors passing by the Siemens Identity Display.

“We have created the MultiTouch Cell product to be scalable and withstand the most demanding public interactions,” said Hannu Anttila, the director of sales for MultiTouch Ltd. “We are most pleased to have worked with such a leading-edge technology firm as uma on what is currently the world’s largest multitouch display.”

uma’s SKIN product is an integrated Modular Multitouch Display Solution, based on MultiTouch Ltd. Display Technology, with a semantic content curator engine that minimizes the effort for content production, editing and curating. It can be used in corporate-or public communication, retail, exhibition and museum scenarios. The semantic content curator engine is able to retrieve and contextualize content from various repositories or the web including web 2.0 sources. Person tracking enables passive interaction of content with visitors. The interaction with the content is on-demand and is personalized through RFID Technology. Interactive screen area configurations currently range from 1.2 up to 8.4 Meters @ 29 megapixels.

MultiTouch’s Ltd. patented Computer Vision Through Screen technology, which reads at 120 frames per second in bright daylight or dark environments, is complemented by MultiTouch Cornerstone software that elegantly translates touch into the programming experience, creating multitouch displays that can read unlimited touch points, including hands, fingers, fingertips and 2D Markers. The products are ideal for broadcast, retail, advertising, exhibitions, museums, education and design.

Introduced to the global market in 2009, the MultiTouch Cell product family has been sold in more than 35 countries.

For the photo of the Siemens Identity Display, go to: <http://multitouch.fi/about-2/photos/>

For the case study of the Siemens Identity Display installation, go to: <http://multitouch.fi/case-studies/>

For the video of the Siemens Identity Display installation, go to: <http://www.youtube.com/user/multitouchfi?feature=mhum#p/u/6/L1kVopprSRo>

Please also visit the MultiTouch YouTube channel at <http://www.youtube.com/multitouchfi>. Please also visit [www.twitter.com/multitouchfi](http://www.twitter.com/multitouchfi) for further MultiTouch updates.

#### **About uma - separating the signal from the noise**

Since its foundation in 1994, UMA has been thinking about new forms of complex knowledge retrieval and spatial user experiences. Within this domain, UMA continuously built a reputation as innovation leader, demonstrated through various awards and international recognitions during the last decade. UMA provides end to end services for its customers, helping with creative planning as well as the implementation and integration on the basis of its Melvil© semantic service platform, the SKIN™ & VICO™ Multitouch Solution and System One Radar, a semantic social and analog Media Monitoring Solution.

In 2010 uma formed a strategic alliance with System One under the umbrella System One Group to form a world leading provider of semantic systems. Clients include the OTTO Group, Republic of Austria, Siemens, Intel, IBM, BMW, Deutsche Telekom AG,

McKinsey or Swarovski. uma/System One Group is headquartered in Vienna, Austria. For more information, please visit [www.uma.at](http://www.uma.at).

**About MultiTouch Ltd.**

MultiTouch is a leading developer of interactive display systems, based on proprietary software and hardware designs. The company is headquartered in Helsinki, Finland, with U.S. offices in Santa Clara, California and New York City. Its systems are currently in use in more than 35 countries around the globe. For more information, please visit [www.multitouch.fi](http://www.multitouch.fi).

EDITOR'S NOTE: If you would like a color photograph of Hannu Anttila, director of sales for MultiTouch Ltd.; Christian Doegl, CEO of uma/System One Group; photos of the Siemens City SKIN™ installation or photos of MultiTouch products or case studies, please contact Chris Pfaff on +1-201-218-0262 or [chris@chrispfafftechmedia.com](mailto:chris@chrispfafftechmedia.com)

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