



## Audi launches Interactive Scape multitouch tables for auto shows

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Audi has introduced car show multitouch display tables with applications designed by Interactive Scape. The Audi Efficiency Tables with MultiTouch Ltd LCDs are currently being used in several automotive shows in Europe for presenting the efficiency of Audi cars. Motor show visitors can play a 360-degree animation, videos, pictures and information in several languages on Full HD LCD tables at Audi exhibit stands.

Interactive Scape developed the flash application for the display table consisting of two MultiTouch Cell 46-inch LCDs. Mutabor designed the content for the display table. The content is managed by interactive scape's LessCMS Content Management software.

"We chose the MultiTouch display system for the car show because it provides show visitors with a captivating and playful way to learn more about the efficiency of Audi cars. Hi-tech tables with attractive content support this technically leading brand and easy-to-maintain LCD tables are handy to carry from one show to another" says Patrick Molinari, Interactive Designer, from Mutabor.

Interactive Scape develops objects, installations, and rooms, that are both intuitive and engaging. Their field of work encompasses tangible computing and computational design - applying computational approaches to design problems. Their relationship with universities in Berlin and Munich, as well as proven prototyping companies, enables them to stay up to date on research, development and integration of complex solutions. They deliver multisensory hardware and multimedia software to create state of the art multiuser experiences.

MultiTouch is a leading developer of wall- and table-sized multitouch 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. The products are used for broadcast, retail, advertising, exhibitions, museums, education and design.

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Hi-res images of the Audi Efficiency Display: <http://multitouch.fi/about-2/photos/>

A video of the Audi Efficiency Display: <http://www.youtube.com/multitouchfi#p/u/6/OZvurDMexwM>

Interactive scape YouTube channel: <http://www.youtube.com/user/interactivescape>

Please also visit the MultiTouch YouTube channel: <http://www.youtube.com/multitouchfi>.

Please also visit [www.twitter.com/multitouchfi](http://www.twitter.com/multitouchfi) for further MultiTouch updates.