



## Interactive Scape And Multitouch Ltd. Demonstrate First Mobile-To-Big Screen Content Management System At ISE 2012

Stunning MultiTouch Demos at ISE 2012 Include the MultiTaction® Oblique Wall, 55" Fully Integrated Multi-Touch LCD with Windows 7 and Augmented Reality through Optical Marker Recognition

ISE 2012, Stand #11K37, Amsterdam RAI

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AMSTERDAM - MultiTouch, Ltd., developer of the world's first modular multitouch LCD screen for large-scale displays, and interactive scape, a leading interactive multitouch creative development firm, today announced the industry's first demonstration of a content management system for cross-platform multitouch applications across different multi-touch devices, including desktop PCs, smartphones, tablets, and large-screen multitouch displays. interactive scape will demonstrate its *is5+* system on the MultiTouch MultiTaction MT550 55" display. The system will enable, for example, publishing content simultaneously for MultiTouch MultiTaction® Cell display, iPad and smartphones. The demonstrations will take place at the Integrated Systems Europe (ISE) 2012 conference and exhibition, at the MultiTouch stand, #11K37 in the RAI Amsterdam today, Tuesday, January 31 through Thursday, February 2.

With the *is5+* system, content only needs to be entered once, where it will then be processed specifically for each device and provided to target devices for optimal presentation. Individual templates allow for simple content management and ensure that visual identity is maintained across multiple systems.

MultiTouch and interactive scape will also demonstrate the *is5*, by interactive scape, a beautifully designed, 55" level table surface combined with a slim Corian-body that seamlessly incorporates into any environment. The *is5*, which uses the MultiTouch MT550 MultiTaction Cell 55" product, is also available as a wall-mounted unit.

The MultiTaction Oblique Wall, measuring 3.5 meters wide and 2.5 meters tall, features six MultiTaction Cell 55" units, and will run a multi-user visualization application built on MultiTouch Cornerstone SDK, the only toolset designed for building multi-display multitouch applications.

Also on display will be the new MT420S MultiTaction Cell 42", launched at this year's ISE. The new MT420S is the most advanced interactive display in its size range.

Other demos in the MultiTouch ISE 2012 stand include the 2x 55" Stacked MultiTaction® Augmented Reality Table; the MT550W7 MultiTaction® Cell 55" Full HD LCD Embedded Windows™ 7 unit; a fully integrated multi-user interactive display with Windows 7 embedded inside, and a prototype MT550W7 unit with Windows 8 Developer Preview, as well as real-life object recognition on various interactive displays.

interactive scape, which specializes in multi-user creative application development, has previously worked with MultiTouch on the Audi Efficiency Table, which is installed in several automotive shows in Europe. The application enables visitors to play a 360-degree animation, with videos, pictures and information on Audi automobiles.

Watch a video of the Audi Efficiency Table at: <http://youtu.be/haHsUsAnHSw>

“Our customers are now using multitouch devices every day, and the growing shift toward multi-user multitouch display development has presented a clear opportunity to create tools for migrating content between these environments,” said Jan Berger, director of sales and marketing for interactive scape. “The MultiTaction Cell products are ideal for high-end creative development, both in terms of visualizing content, and providing rich interactive features. We want to enable a new level of mobile marketing for brands that embraces the full landscape of multitouch experiences.”

“The MultiTaction platform that we launched last year enables developers to create new applications and experiences that leverage the full range of mobile web and app features, and interactive scape presents a true breakthrough in the industry,” said Hannu Anttila, vice president of sales for MultiTouch Ltd. “We expect further innovation in bridging the gap between smartphone and tablet devices and our MultiTaction products in the near future.”

MultiTouch MultiTaction products provide support for the industry’s widest range of development tools, including the MultiTouch Cornerstone software development kit (SDK), Microsoft Surface 2 SDK, and all TUIO-compatible tools. An external computer with Windows, Linux or Mac can also be used to connect multiple Cells into ever-larger installations.

#### **About interactive scape**

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. Based in Berlin, Germany, further information on Interactive Scape is available at the company web site at [www.interactive-scape.com](http://www.interactive-scape.com).

#### **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 40 countries around the globe. For more information, please visit [www.multitouch.fi](http://www.multitouch.fi).

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EDITOR’S NOTE: If you would like a color photograph of the MT420W7 or MT420S displays; the Interactive Scape iPhone and iPad multitouch development demonstration; a headshot of Hannu Anttila, vice president of sales for MultiTouch Ltd.; a headshot of Jan Berger, director of sales and marketing,

interactive scape, or MultiTouch product or installation shots, please contact Chris Pfaff on +1-201-218-0262 or [chris@chrispfafftechmedia.com](mailto:chris@chrispfafftechmedia.com)

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