



Innovative Bloomberg installation unveiled

News giant hails build by UK digital architect utilising MultiTouch tech

Engage Production Ltd, UK specialists in interactive technologies for branded environments, has announced - in conjunction with SOCA and Jump Studios - the completion of two stunning installations for Bloomberg's Headquarters in New York, incorporating MultiTouch Ltd's MultiTaction technology. The installations consist of a sculptural piece known as The Scroll, and a touch screen table known as The Hub, which utilises a 55" MultiTaction Cell display. These dynamic installations capture the excitement of the Bloomberg brand and dynamically describe the many facets of their business.

Designed by the Studio of Cinematic Architecture (SOCA) and Jump Studios, and realised by Engage, The Scroll is a digital information display delivering Bloomberg news and data in a compelling and unexpected way. The data surface appears to protrude from the wall on an array of colourful lights. These lights respond in real time to the changing colour of the content displayed on the surface. The Scroll screen surface was created using three LED back-lit LCD screens mounted vertically in portrait format.

The Hub is an interactive version of The Scroll. It offers a stream of information about Bloomberg, but on an interactive, multitouch table - a 55" MultiTaction Cell display manufactured by MultiTouch Ltd. Accessible from all sides, the MultiTaction Cell processes an unlimited number of concurrent touches so that any number of users around the table can operate it. The device runs MultiTouch's latest Hybrid Tacking firmware, which repels ambient light which can cause interference.

"The Scroll is a colourful and playful piece of digital furniture," comments Steve Blyth, managing director of Engage. "It gives the impression that a piece of wall has actually come bursting out under the pressure of all the news being produced by Bloomberg. For anyone passing through the lobby, it's a real head-turner, as is The Hub which allows visitors to interact with their environment and underscores Bloomberg's leadership in providing business and financial news and information."

For further information on MultiTouch , please visit www.multitaction.com, as well as the MultiTouch YouTube channel at youtube.com/multitaction, and twitter.com/multitaction.

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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 Silicon Valley, California, New York City and an office in Singapore. The company's systems are currently in use in more than 50 countries around the globe. For more information, please visit www.multitaction.com

About Bloomberg

Bloomberg, the global business and financial information and news leader, gives influential decision makers a critical edge by connecting them to a dynamic network of information, people and ideas. The company's strength - delivering data, news and analytics through innovative technology, quickly and accurately - is at the core of the Bloomberg Professional service, which provides real time financial information to more than 315,000 subscribers globally. Bloomberg's enterprise solutions build on the company's core strength, leveraging technology to allow customers to access, integrate, distribute and manage data and information across organizations more efficiently and effectively. Through Bloomberg Law, Bloomberg Government, Bloomberg New Energy Finance and Bloomberg BNA, the company provides data, news and analytics to decision makers in industries beyond finance. And Bloomberg News, delivered through the Bloomberg Professional service, television, radio, mobile, the Internet and three magazines, Bloomberg Businessweek, Bloomberg Markets and Bloomberg Pursuits, covers the world with more than 2,400 news and multimedia professionals at 146 bureaus in 72 countries. Headquartered in New York, Bloomberg employs more than 15,000 people in 192 locations around the world. www.bloomberg.com

About Engage Production Ltd

Engage are Technology and Communication Architects - a boutique design house of innovation architects, technology alchemists and envisioning conductors who orchestrate 'Communication Experiences' using interactive technologies. www.engageproduction.com

About SOCA

SOCA is an art and architecture practice that creates permanent artworks and temporary installations. They explore the integration of sensing and display technologies in architecture to create innovative, imaginative and ephemeral spaces. Their unique and engaging projects are time-based, site specific, spatial and responsive. www.socalondon.com

About Jump Studios

Jump Studios specialises in high-concept interiors, installations and architectural design. It takes intangible ideas, such as brands, and creates tangible, physical spaces. Work encompasses retail, workspace, exhibition, brand experience, pop-up, restaurant and bar design. In addition, Jump's graphic and digital teams are engaged in 2D work and are currently undertaking a series of brand identity, website and

digital application projects. www.jump-studios.com