



## MultiTouch launches MultiTaction® iWall as the ultimate interactive videowall solution

### Turnkey multi-display wall debuts at ISE 2014 in Amsterdam

MultiTouch Ltd, the world leader in interactive display systems, has announced the launch of MultiTaction® iWall, a 5m x 2.5m turnkey interactive videowall solution comprising 12 x 55" ultra-thin bezel MultiTaction® displays with 24 megapixel resolution. Making its debut at ISE 2014 in Amsterdam, MultiTaction® iWall has been designed as the ultimate interactive solution for corporate spaces and other high value locations. Inspiring users to collaborate, communicate and explore, it boasts all the unique features of MultiTaction® technology - including unlimited simultaneous touch, IR pen and object recognition, 200 fps tracking and Enriched Reality™.

At a massive 5 metres wide and 2.5 metres tall with 24 megapixel resolution, MultiTaction® iWall is a stunning, attention-grabbing feature for any high value corporate or public location - with MultiTouch's proprietary Computer Vision Through Screen technology providing ultra-fast responsiveness to any number of concurrent users.

To make MultiTaction® iWall ready to use straight out of the box, MultiTouch also supplies the MultiTaction® Experience application. A scalable multiuser application designed to present a wide range of rich media content in a playful way, the MultiTaction® Experience app enables developers to build customised interactive applications that will integrate with the MultiTaction® iWall. From idea to final output, the solution allows corporations to create a smarter workplace and provides immense opportunities in concept design, content development and brand integration. Additional functionality such as social media integration is provided through a range of miniapps.

"MultiTaction iWall is the new standard for interactive walls in corporate and public spaces", explains Hannu Anttila, vice president of business development at MultiTouch. "As a turnkey solution it is easy to specify and deploy, and MultiTaction's world-leading technology ensures that no other interactive wall comes close."

Owners of MultiTaction® iWalls can personalise the user experience by utilising MultiTaction® Codice, which creates a truly bi-directional communications channel between the user and MultiTaction iWall content. For example, Codice IDs can be printed on visitor badges or ID cards, allowing for enhanced, fast interaction with the MultiTaction iWall for personalised content and transactions. At the same time, MultiTaction® iWall owners can gain valuable analytics on user behaviour.

MultiTouch also offers further development to meet the client's requirements, while third parties can utilise MultiTouch's free Cornerstone software development kit to develop their own apps.

MultiTaction® iWall comes equipped with an aluminium mounting and cooling structure with side plates and hidden access door, a server-class computer, internal

cabling and LAN switch, speaker system, onsite installation and training, Pro Support for first year, and MultiTaction® Site Manager for first year.

MultiTouch is demonstrating MultiTaction® iWall (Hall 11, stand N50) at ISE 2014, 4-6 February, and Digital Signage Expo 2014 (booth 1130), February 12-13.

Further information about MultiTaction® iWall and other MultiTouch solutions is available at [multitaction.com](http://multitaction.com).

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### **About MultiTaction**

Aimed at installations in retail, education, real estate, exhibitions and corporate use, MultiTaction® Cell multi-touch displays boast the world's most advanced interaction features and an ultra-fast 200 fps tracking, enabling the most engaging interactive user experiences to be deployed. Based on MultiTouch's proprietary Computer Vision Through Screen technology, MultiTaction® Cells are designed for multiple concurrent input methods, including fingers, hands, pens and Enriched Reality™: interaction with real-life objects, and can be stacked to create very large interactive surfaces in a variety of shapes to be interacted with by unlimited number of concurrent users. Full networking capabilities allow for cloud applications and social media integration as well as remote management and monitoring.

### **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](http://www.multitaction.com)

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