GUIDELINES & FAQ

YOUR SUCCESSFUL INTERACTIVE SIGNAGE SOLUTION
**KEY FACTS & GOALS**

**WHY**
What are the main goals you would like to achieve? How would you describe your target audience? What benefits would you like to offer to your target groups?

**WHERE**
What are the prevailing conditions on the installation site. Is it going to be a solution for indoors or outdoors? What about transport, set up, installation and service on site?

**WHEN**
Are you planning a permanent, temporary and/or recurring installation? What are the milestones concerning conceptional work, development, roll-out and inspections?

**WHAT**
Are you looking for specific hardware or software components - or for a complete solution? How many displays, apps, functionalities and services are required?

The better we understand your goals, the better we can support you with our expertise from more than 7 years of hands-on experience in interactive hardware and software technologies.

There is no perfect display or the one and only app for all kinds of projects, but an optimal selection of screens, apps and features for your individual mission.

Still too many questions marks? Don’t worry. We provide you with free consultation to find your perfect interactive signage solution!
Interactive signage solutions for various applications: self-service kiosks, virtual shelves with shopping functionalities, interactive consultation counters, gaming stations, and many more...

- **POINTS OF SALE**
  - Omnichannel marketing: offline & online

- **POINTS OF INFORMATION**
  - Realtime analytics & ROI insights

- **POINTS OF ENTERTAINMENT**
  - Entertain guests, reduce waiting times

- **FLAGSHIP STORES**
  - Virtual shelves & product guides

- **MUSEUMS & SCIENCE CENTER**
  - Interactive infotainment

- **HOTELS & LOUNGES**
  - Effective branding & innovation
MULTITOUCH DISPLAYS XXL
Interactive displays as single or compound screens, integrated into tables, walls, steles or terminals. Available for rent or sale!

TOUCHSCREEN APPSTORE
Interactive multiuser apps for large-scale professional touchscreens. Easily customizable via our touchscreen cms software AppSuite.

eyefactive offers the whole range of interactive displays in various formats. Customizable apps from our own AppStore as well as the development of your special, individual solutions.
The operating site can majorly influence the selection of suitable hardware.

Are we dealing with an indoor or outdoor installation? How accessible is the location for set up and dismantling?

What about the lighting conditions, are they constant or changing, i.e. sunlight?

What interfaces are available on site, how long are cable routing paths? Is an internet connection required?

LOCATION

Bright ambient light requires displays with a higher contrast and luminosity.

Many WiFi networks may interfere with each others, i.e. at trade shows. Recommendation: Access the internet via cable.

Displays for outdoor use have different requirements in terms of stability and robustness than indoor displays.
FORM & FORMAT

Tables can be operated from four sides, thus they are highly suitable for multiuser applications.

Steles typically come in portrait format, regular wall-mounted screens, terminals and videowalls in landscape format.

The higher the display’s target resolution, the higher the requirements for the PC running the application.

There are various different options concerning installation form and format: Single or compound screens as tables, walls, steles or terminals.

Which form and format does your installation demand? What is the required target resolution?
Installation format, size and resolution determine the choice of the display and touch technology.

How many users should be able to interact simultaneously?

Are you planning to make use of object recognition? How many objects should be distinguished?

TECHNOLOGIES

- LCD displays are light, slim and have high contrast and luminosity, thus they are ideal for wall mounting and bright locations.

- With rear-projection systems you can implement large-scale, seamless displays in special, round or curved shapes.

- Touch foils (PCAP, ShadowSense™, InGlass™) are perfect for single screens. Touch frames can be used for larger compound video walls.

- True camera tracking offers unlimited simultaneous touch points, users and object-recognition via easy to print patterns.
EQUIPMENT & SERVICES

Arrange a safe transportation especially for recurring installations, e.g. for roadshows.

Consider mounting systems for single screens or video walls as well as special interfaces and cables, which may be required.

Make use of our services on-site for optimal installation and maintenance.

Depending on your individual application scenario, the suitable equipment can help making your interactive installation a success!

Do you need special flightcases for recurring transportation?

What interfaces and cables are required?

What about the design and branding of your installation’s housing?
**REAR-PROJECTION**
+ Optimal for large-format tables
+ Round & curved shapes
+ Indestructable surface

**LCD & PCAP**
+ Optimal for single screens
+ Best touch performance
+ High contrast & luminosity

**LCD & IR FRAME**
+ Optimal for video walls
+ Flexible compound systems
+ High contrast & luminosity
Get a complete overview of all available apps and features in our AppStore.

Apps can be started successively in fullscreen-mode or in parallel in individual windows.

Multiple apps can be accessed and started via menus, so-called view apps.

For quick and easy use have a look at the customizable apps in our own AppStore for all professional touchscreens.

Do you want to run a single application or switch between multiple apps? Should users have access to multiple apps?

We offer free consultation to help you finding the perfect selection of apps and functionalities for your purpose. Additionally, if you need a special feature, we offer the individual development of single features or whole new apps, too.
Format and resolution of the target display are important factors for apps and features.

What is the display’s format: landscape, portrait (rectangular) or special?

What is the target resolution?

Typical resolutions for single screens are FullHD (1920x1080) or 4K (3840x2160). Compound screens can have up to 8K or more.

The display’s target resolution as well as the number and type of integrated media files highly affect the requirements for the PC on which the application is expected to run smoothly.
CONTENT & CUSTOMIZATION

Download and test our touchscreen CMS software for free - as well as any other app from our AppStore, of course.

Prepare files in the correct dimensions and formats to improve overall performance and smoothness. See below for supported data formats.

All apps can be easily customized via our touchscreen CMS software AppSuite: Integrate your own content and style apps in your corporate design!

What volume for media files is needed? Which media formats would you like to use?

Would you like to modify apps yourself or do you have a partner for content integration? We also offer this service on a „per-app“ basis.
SUPPORTED FORMATS & INTERFACES

Interact with product images and infocharts in pixel formats (JPG / PNG).

Play video trailer in common formats such as Apple Quicktime or MPEG.

Integrate regular PDF-documents to present brochures and presentations.

Interactive 3D formats supported by the Assimp framework, including textures.

Show interactive web content online and offline with HTML5 and Flash.

Connect and start native Windows-applications from within AppSuite.
# PC REQUIREMENTS

<table>
<thead>
<tr>
<th></th>
<th>MINIMUM</th>
<th>STANDARD</th>
<th>HIGH-END</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPU</td>
<td>Intel i3</td>
<td>Intel i5</td>
<td>Intel i7</td>
</tr>
<tr>
<td>GPU (Graphics card)</td>
<td>Intel HD4000 (shared memory)</td>
<td>NVidia GTX 900 (dedicated card)</td>
<td>NVidia GTX 900 (dedicated card)</td>
</tr>
<tr>
<td>RAM</td>
<td>2 GB</td>
<td>4 GB</td>
<td>8 GB</td>
</tr>
<tr>
<td>OPERATING SYSTEM (OS)</td>
<td>Windows 7 / 8 / 10 (32 / 64 bit)</td>
<td>Windows 7 / 8 / 10 (64 bit)</td>
<td>Windows 7 / 8 / 10 (64 bit)</td>
</tr>
<tr>
<td>RECOMMENDED FOR</td>
<td>Test-System (Laptop)</td>
<td>Live-System (FullHD)</td>
<td>Live-System (4K / 8K / Video-Wall)</td>
</tr>
</tbody>
</table>
Downloads & Links

Clicking on the buttons below opens your standard web browser:

www.eyefactive.com
Homepage: Interactive signage installations in XXXL

www.multitouch-appstore.com
App platform for professional touchscreen software