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TO SHOW INTERACTIVE PRESENTATION TECHNIQUES AT ISE 2019

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Developer of data-driven real-time solutions Ventuz Technology will illustrate their software's extensive interaction capabilities by installing a number of touch-based applications on their booth at ISE 2019. From multitouch table to interactive video wall, visitors will be able to navigate through the company's portfolio and try out real-life client projects. Meet Ventuz Technology on their booth 8-K330.

Ventuz will greet their guests at an interactive desk that will show the company's areas of expertise and highlight new features and functionalities. Visitors will be able to browse through the content autonomously and receive detailed information before engaging with a sales representative for in-depth discussions. The table itself will be provided by partner and booth neighbor Interactive Scape, who are experts in the development of high-end touch technology.

The booth's central focus point will be a large video wall that will incorporate two interaction methods. Through a digital connection to the touch table, content can be mirrored onto the video wall, which is especially interesting when the staff is presenting to a larger group. This kind of setup finds heavy use in showrooms and museums all over the world, where Ventuz offers ways

to embrace digital media in an engaging way. Additionally, the wall will be equipped with a laser device that will register touch inputs and transmit them to the Ventuz project. The according content will replicate a client project that is being used aboard several cruise ships – a photo wall. The wall gathers images from an attached database and displays them in a randomized tiled design. Users can select individual images and interact with them. The ships use these walls to display the highlights of the day, and passengers love to look for themselves or their loved ones before dinner. In these kinds of application, interactivity boosts the entertainment value and serves for longer retention times and viewer loyalty.

However, Ventuz Technology has a broader view of the matter. "For us, interactivity goes far beyond touch technologies, although this is an essential

part of the equation", said Ralf Stanke, Head Developer of Ventuz Technology. "When we speak of interactivity, we mean any live input that changes the graphic content or playout. Which is why we focus our ISE booth on interactive, data-driven real-time graphics – they can be influenced by the user as well as by live data from a multitude of sources."

This includes live data input from databases, social media networks and other sources. With a novel approach to live data visualization, Ventuz allows companies to present their facts and figures in the most dynamic and eye-catching way, while providing the user with the opportunity to interact with these graphics.
To be seen on the booth of Ventuz Technology at ISE 2019 in Amsterdam, booth number 8-K330, February 5-8.