

## WindowTainment

The point of purchase becomes a point of fascination

**Reach your customers innovatively:  
With the interactive window display for even more attention**

### WindowTainment – Information you can touch

This effective information tool works like a touch screen and is based on a capacitive system. The interactive projection screen is installed behind a shop-window and communicates directly with your customers. By touching the glass products can be presented, information requested, answers to specific questions provided or for example even host consumer sales promotions e.g. sweepstakes. The handling is a piece of cake: The interactive, transparent projection foil is attached to your shop-window and is then brought to life by means of a video data projector.

Regardless if it's through pictures, films, animations or interactive applications which actively integrate your customers via touch screen or even allow customer feedback via SMS or later RFID - WindowTainment conforms according to your conceptions and at the same time offers you the possibility, target-group-accordingly and flexibly to react in order to meet your customers needs. Present the right message to the right person at the right time. Effectively, surprisingly and profitably.

### Place your advertising successfully and astound your customers

WindowTainment from engram enables a brand new type of customer communication, involves them interactively, conveys information in an even more exciting manner and

transports your message to where buying decisions are made: on your shop window.



## WindowTainment

Interactive, eye-catching, direct

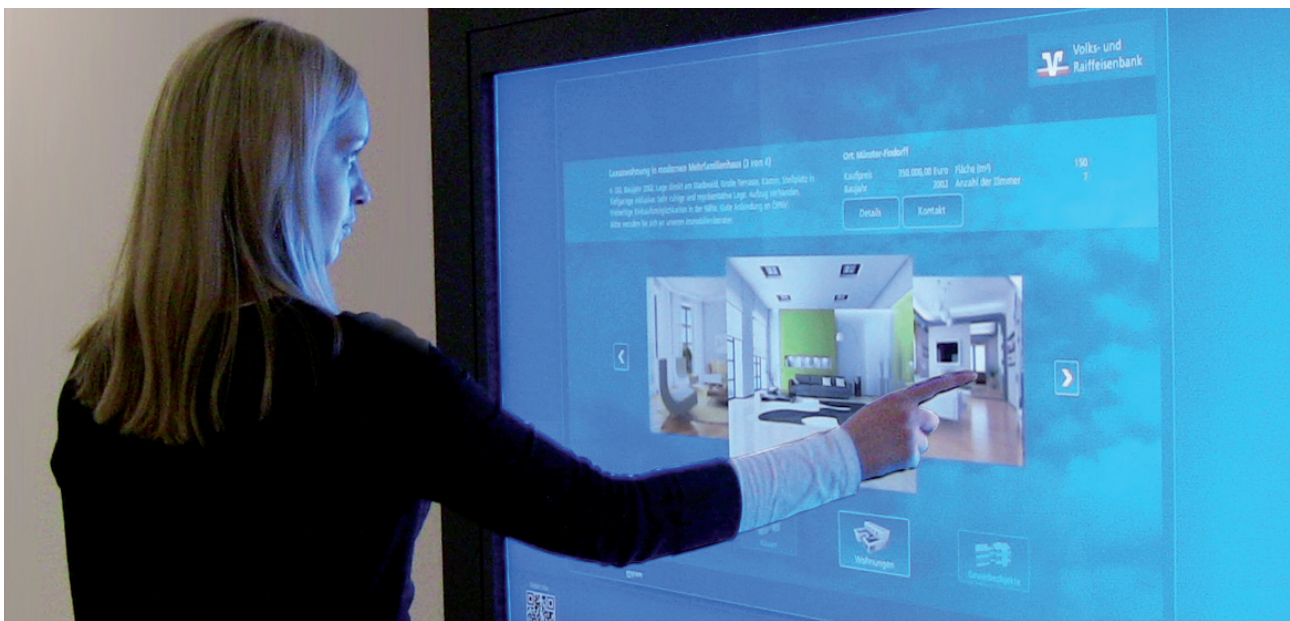
### WindowTainment turns your shop-window into a showroom and...

- supports your advertising campaigns
- lifts you above the competition
- wins new customers
- makes specific products the centre of attention
- conveys news and information (e.g. renovation work or expansion etc)
- allows your customers to take part in interactive applications (e.g. drawings)
- diminishes threshold anxiety

### WindowTainment – advertise with the element of surprise

Use WindowTainment as an extra communication channel for:

- Interactive projections
- Interactive shop-windows
- Interactive presentations (company intern/extern)
- Advertising and product information
- Navigation systems in stores and at exhibitions
- Entertainment and game stations
- Modern profiling of promotions and displays
- Company presentations in reception areas
- Your advertising campaign



## Advertising with an element of surprise

### Large impact, minimal effort

#### Technology and functionality

The technology consists of two fundamental elements: an interactive screen combined with a projection foil. The projection is PC controlled via a video data projector on to a transparent, strong in contrast holographic projection foil. This innovative technology ensures an unrestricted projection, even in bright environments such as in broad daylight (e.g. in a shop-window).

- 180° visible pictures in high contrast
- 100% UV light resistant
- Easily and quickly attached to windows
- Operates with light intensive standard projectors with Keystone-Correction

The WindowTainment application, which operates the projection screen, is installed on a PC which is connected to the screen and emulates the movements of a computer mouse. In accordance, when a finger touches the screen, the system registers the touch as a mouse click. The foil which is attached to the back of the screen allows the projection to take place. The WindowTainment application is basis software to fit in with your CI and filled with your products and information.

#### We are there for you

We will be more than happy to create interactive modules such as sweepstakes, simulations etc. according to your needs and incorporate these in to the WindowTainment application

<b>Technical data:</b>	
Projection medium	holographic projection foil
Diagonal screen size	20" to 67"
Picture format	4:3
Reaction time	13 milliseconds
Technical range of the capacitive measurements	max. 20 mm glass thickness for shop windows without metal cushioning or spacing

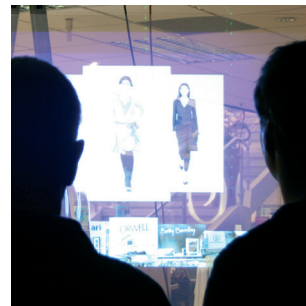




Would you like more information?

Please send fax replies to: +49 (0)421.620 298 - 999

Yes, we would like to use WindowTainment as an effective communications channel to our customers! Please contact us.



### Contact information

Company: \_\_\_\_\_

Contact person: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Forwarded through:

