

Press Release

Frankfurt am Main



TOUChLAB

Product Launch of TOUChLAB®



Picture: TOUChLAB® „The Future at Your Fingertips“

Frankfurt, 23rd November 2010: Imagine an interface active at the click of a finger. The multi-touch terminal TOUChLAB® supplies you with interactive configurations, 3D products and demonstrations, whether you give a presentation and would like to lead your audience into virtual worlds, or whether you are in a lobby seeking relevant information. And if you feel like playing a computer game with your friends, TOUChLAB® will make sure that everyone can take part at the same time.

TOUChLAB® is the fastest and most reliable multi media terminal for multi touch applications available on the market today. TOUChLAB® is a product developed by NMY, the German Creative Agency for New Communication, in collaboration with the Fraunhofer IGD, the world's leading institute for applied research in Visual Computing.

“TOUChLAB®” creates new ways people can interact with information, products and services”, says NMY-founder Sebastian Demmerle. “Thanks to the touch-control TOUChLAB® also allows for an intuitive engagement with the presented material no matter whether it is an information point in a hotel or a company’s product presentation.

TOUChLAB® is a registered product of NMY
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Technical features

TOUCHLAB® has many captivating features: its precision and speed, scale and, thanks to Plug&Play technology, its simple operability. The complex multi-touch technology can detect up to 32 simultaneous touch points and is housed within a minimalistic design. The 55" HD LED display automatically adjusts to changing lighting conditions. TOUCHLAB® comes equipped with an integrated high-performance computer that controls the multi-touch HD LED display and a stereo sound system to guarantee the best sound and vision experience.

Modern Design

TOUCHLAB® has a modern and minimalistic design. The casing is made from the acrylic composite material Corian and is available in 19 different colors. TOUCHLAB® can be used at trade fairs and in lobbies complementing any environment. The flexibility of the screen's ergonomic tilt angle allows to the highest level of user-friendliness: Ten degrees for single user configuration and flat for multi-use. TOUCHLAB® travels in its own custom made flight case: secure, easy and straightforward – direct to where it is needed.

Presenting with the Future at Your Fingertips

Many companies have a problem presenting their products and services adequately if their exhibits are too big (ships), static (land and real estate), variable (cars), or complex (security). Using a 3D-product simulator TOUCHLAB® can present products in an interactive way in various simulations ranging from the product level to their usage in a realistic environments.

NMY creates custom made multi-touch applications for their clients that run on all multi touch devices available on the market and act as strong platforms for the marketing of modern companies.

Background information to NMY and TOUCHLAB®

TOUCHLAB® is the result of a unique encounter of fundamental scientific research and entrepreneurial spirit: Young scientists from the Fraunhofer IGD, the world's leading institute for applied research in Visual Computing, have come together in the Frankfurt based Agency for New Communication, NMY, to put great scientific research results into unparalleled products for customers.

Price: Upon request.

TOUCHLAB® is available from NMY.

More information, press pictures and a film about TOUCHLAB® can be found at www.nmy-touchlab.de, or please contact

NMY

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