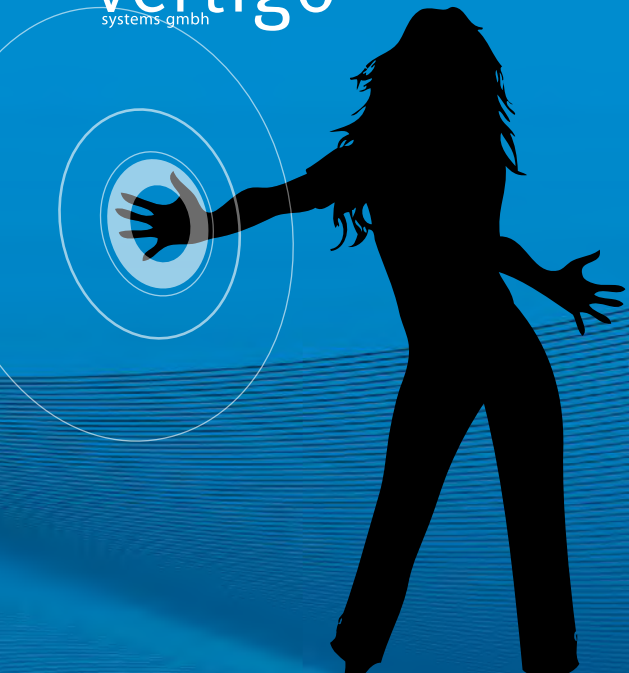


vertigo  
systems\_gmbh



# living surface

interactive floors, walls and tables



# living surface

## interactive floors, walls and tables

›living surface‹ are breath-taking, interactive touch surfaces with lively contents you can touch, experience and play around with. Our ›digital creatures‹ swim, hop or fly on the floor, wall, ceiling or table, always responding to the movements of all persons participating. ›living surface‹ is available for rent and purchase.

### **how it works**

›living surface‹ creates a magical sync between people's actions and the animated graphics on the surface. It consists of a highly sensitive optical sensor to observe people's activity. A graphics PC running the software ›living surface‹ analyses the camera signals

in real time and instantly generates breathtaking visual effects displayed by a video projector or any other display technology for floors, tables and walls. ›living surface‹ is developed by vertigo systems.

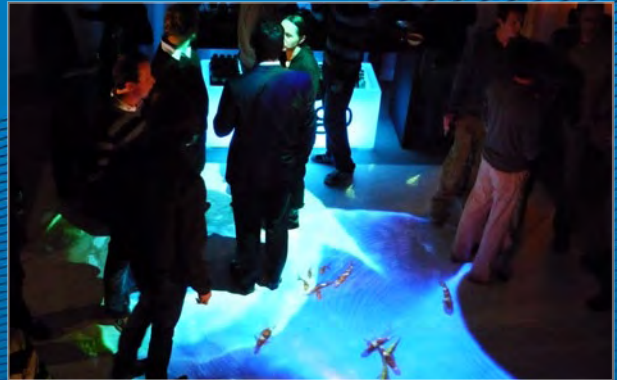
### **why people love it**

›living surface‹ is an innovative medium that turns the observer into a participant. This magical interaction with a world of images appeals to the senses and awakens emotions, making the observer a participant. Thus, advertising messages can be communicated in a playful way. The recall effect generated by ›living surface‹ is verifiably stronger than that of conventional advertising media.



# living surface highlights

- there is a large number of standard effects available, from a fish pond to a soccer game
- it is easy to replace the pictures in these effects with your own range of images or advertising content
- ›living surface‹ supports content playlists
- systems can be connected to a network
- high performance 3D engine for superior graphics quality
- stunning real time response guarantees to excite everybody
- individual, customized effects can be developed upon request
- any existing ›living surface‹ installation can be upgraded with new effects and casual games
- ›living surface‹ is available for purchase and for full-service rental





# living surface areas of application

- ingenious design element in shops, bars, hotels, clubs, lounges and discotheques
- advertising medium and infotainment at the POS, as well as for digital signage and the out-of-home media sector
- entertainment for young and old, for instance in museums, amusement parks and children's play areas in shops
- eye-catcher at trade fairs, events, promotions







# living floor interactive floor projections

**interactive floor projections – the eye-catcher par excellence  
where people get actively involved:**

- ideal as an attraction at trade fairs, events and promotional campaigns
- natural, appealing and playful interaction
- advertising surfaces with varying content which are easily remembered and can be used in many ways
- works touch free, requires little maintenance and is robust
- projections in any desired size, one system can run up to four video projectors or screens (depends on the selected software license feature)





# living table interactive table

**interactive table as an eye-catcher or design element for entertainment or infotainment:**

- ideal for bars, lounges, hotels, foyers, museums, clubs, discotheques or at trade fairs
- for events and promotional campaigns
- as advertising and information media at the POS
- comes in various models with your own branding
- rear-projection technology, no hardware components are located outside of the device
- touch sensitivity adjustable from 0 cm to 15 cm above the table top
- can also be projected onto tables or furniture already at hand





# living table for kids child-size interactive table

## **interactive table for the tiny tots to play with and have fun:**

- for children's play areas, for instance, in shops, museums, indoor playgrounds
- just the right height for children
- rear-projection technology, all hardware components are located in the table and no equipment visible from the outside
- can also be projected onto tables or furniture already at hand
- comes in various models with your own branding
- upon request, sizes can be customized





# living counter / bar interactive counter or bar

## **interactive counter or bar with sunlight readable TFT screens:**

- spectacular check-in counter for events, trade shows and hospitality
- mood media bar table
- run the ›living counter‹ with your own stylish visuals or appealing promotional contents
- available for mounting on counters already at hand, enabling substructure with cabinets to give storage space
- brilliant picture quality thanks to high-resolution TFT displays
- robust design, easy to transport
- sunlight readable





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# living poster attract & inform

**innovative two-step interaction combines entertainment and information:**

- **step1-attraction:** interactive pictures attract the attention of observers, a camera enables the display to respond to people passing by
- **step2-information:** at the approach of passers-by, the display changes smoothly from ambient entertainment to infotainment, advertising messages or product details can then be queried using the touch function
- sunlight readable, particularly well suited for bright surroundings
- easy to transport
- comes in single- or double-sided models, with screens on back and front
- ideal for the POS, at trade fairs or events, in hotels and information areas or as out-of-home media



# living window interactive, life-like shop window advertising

**attract unbelievable attention with interactive shop window advertising:**

- various touch solutions and display technologies available (projection or flat screen technology)
- interactive graphics attract the attention of passers-by
- for advertising with varying content, promotion campaigns, digital signage

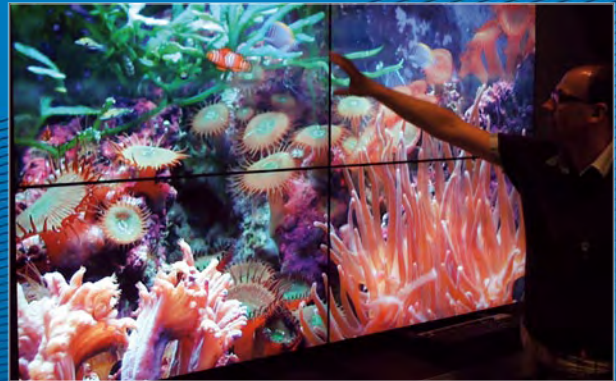




# living wall brings your walls to life!

## **interactive wall projections – captivating highlight of every room:**

- can be used as design element or advertising element with varying content and for ambient entertainment
- can be smoothly integrated into existing architecture/design
- either with projectors or with daylight-readable plasma or TFT screens







# special sport games interactive games add a highlight to every event

**the interactive penalty kick guarantees real soccer thrills for young and old!**

- consists of a double projection on wall and floor
- the animated 3D goalkeeper reacts according to the direction and strength of the shot
- one of the most popular attractions at Madame Tussauds in Berlin
- also available as a rugby version

**We offer a library of customizable casual games:**

- hockey, pong, tennis and soccer with several players
- other games can be created upon request
- interactive games as a highlight for events, trade fairs and museums





# living surface effects

## thematic groups and individual effects

Our large number of ›living surface effects‹ are grouped thematically. We offer the effects separately or in a thematic package. You can design the effects yourself very easily by switching the image material. It is also easy to combine a variety of effects into a complex new effect.

### fire/fireworks:

- fire
- lava
- fireworks
- explosions

### lounge & bar:

- coffee beans
- ice cubes
- crown caps
- electric floor

### cinema:

- popcorn
- red carpet
- movie trailer
- movie poster

### fish and friends:

- fish
- dolphins
- butterflies
- lady bugs
- frogs

### 4 seasons:

- spring
- summer
- autumn
- winter
- spring lagoon
- summer lagoon
- autumn lagoon
- winter lagoon

### sport games:

- penalty kick
- soccer
- tennis
- pong
- hockey
- rugby

### kids entertainment:

- froggy: the game
- beetles
- kids-mosaic
- cars
- quiz
- airplanes
- fish & dolphins

### advertisement:

- poster effect
- mosaic effect
- wipe effect
- product buttons
- movie poster
- logo trace

### glamour:

- diamonds
- pearls
- golden water
- rose petals
- venice effect

... and many more



# living surface content creation

- easily exchange graphics and logos inside all effects with your own digital content or advertising content
- supports integration of images, sounds and film footage
- create stacked combinations of different effects in various layers to come up with complex new effects
- use display technologies of your choice to create ›living surfaces‹ on floors, on walls, on design objects and inside windows

a basic system consists of a camera sensor, a software license ›living surface‹, a free standard effect and a graphics PC  
ask us now for the optimum video projector or flat screen for you specific application

projector, IR camera sensor,  
sound system

Option:  
stronger projector  
for larger areas

graphics PC system  
running ›living sur-  
face‹ software

upload your own graphics  
onto living surface!

- 1st layer  
mask, logo
- 2nd layer  
example: watersurface
- 3rd layer  
particle like fish or flowers;  
foreground like mosaic, poster
- 4th layer  
background image
- as many layers as you need ...



## customers and brands

›living surface‹ adds interactivity to promotional campaigns, venues and events of the following customers and brands:



contact us now:

## 10 years of interactive entertainment!

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