

**OPTIMUS MOBILE TELECOMMUNICATIONS UNVEILS A REVOLUTIONARY  
INTERACTIVE RETAIL STORE**

**DISPLAX™ DEVELOPS OPTIMUS  
CONCEPT STORE IN CASA DA MÚSICA**

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**Futuristic space designed by KRAM/WEISSHAAR, architectural project by  
REM KOOLHAAS**

The new OPTIMUS Concept Store, located at Casa da Música, in Oporto, Portugal, is creating an enormous buzz around its visitors with the interactive sensations and experiences it generates on the users.

DISPLAX™ INTERACTIVE SYSTEMS developed the technology – hardware, software and contents – specifically for this project which is becoming a world reference for interactive retail stores.

“With this store, OPTIMUS positions itself one step ahead of any other telecommunications company worldwide by setting the future trends for both telecommunications and retail markets alike” says Miguel Oliveira, from DISPLAX™.

DISPLAX™ INTERACTIVE SYSTEMS had already surprised the world, in 2004, being the first company to showcase interactive transparent screens like in Minority Report. Now, DISPLAX™ surprises again, this time by making real a futuristic machine imagined and designed by Kram/Weisshaar, world renown as DESIGNERS OF THE FUTURE.

One of the most innovative elements of this project is the facade. More than 20 meters of tri-dimensional interactive projection, resulting in a spectacular night show, only possible thanks to several DISPLAX™ Interactive Systems combined.

The store's facade is rapidly becoming an iconic tourist spot, generating a lot of buzz, flashes and wonder. It is located in Avenida da Boavista, the city's main street and Europe's longest straight road within the city limits. It is also adjacent to CASA DA MUSICA, a contemporary cultural icon.

When walking on the street, people are amazed by the effect of the facade that follows them as they walk by and interacts with their movements.

From the inside, the technological heart of this futuristic space is called the EXPERIENCE BLOCK and was designed by KRAM/WEISSHAAR, also known for designing the PRADA stores in Los Angeles and New York and for their creation of the BREEDING TABLES.

This machine is composed by several modules where users can have a unique and innovative experience of the brand's large array of products that they have to offer.

For the development of the EXPERIENCE BLOCK, DISPLAX™ R&D team had to create specific technologies and products in order to create the designed modules of the machine. The technical know-how of the R&D team was crucial for implementing such an innovative project.

The Concept Store was inaugurated with the presence of OPTIMUS' CEO, Angelo Pauperio. "No one other than OPTIMUS could take such bold step. We are leaders of creating and adopting advanced and innovative solutions", said Angelo Pauperio.

This project gathered partners of worldwide recognition, such as the OMA – Office for Metropolitan Architecture, from Rem Koolhaas, the Kram/Weisshaar design team, and EDIGMA.COM for the technological development, with Displax™ Interactive Systems

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## SOME CURIOSITIES OF THE PROJECT

- 23m of interactive facade reacting to the movement of ongoing viewers that walk by the store
- More than 20km of cables were used in the installation for all the interactive screens
- 4 interactive video walls measuring 1,5m x 1,2m wide, displaying simultaneously about 70 different video signals, controlled by touch
- Phone configurators allowing users to select and compare mobile phones based on their different characteristics, such as price or technical features. A dim back light appears on the wall behind the mobile phones highlighting the chosen ones
- There is remote online management of the contents of all the interactive screens installed

### Editor's notes:

### ABOUT CASA DA MUSICA



Headquartered halfway between the historical centre and the Foz, the Casa da Música is a building of audacious architecture, whose volumetry and originality hardly ever goes unnoticed, guaranteeing its distinctiveness, both nationally and internationally.

Designed by the prestigious Dutch architect and urbanist, Rem Koolhaas and Ellen van Loon, Casa da Música is the first building made in Portugal exclusively dedicated to Music, whose multi-purposes allows not only public presentation and fruition but also artistic development and creation. The project was defined in 1999, as the result of an international architecture competition, which

chose the solution presented by the office of Rem Koolhaas, OMA (Office for Metropolitan Architecture).

Opened in 2005, the Casa da Música is part of the urban renovation process of the city and of a network of cultural equipment at a metropolitan and worldwide scale. The said space thus portrays itself as a space of a profoundly cosmopolitan environment of significant contemporaneity and design.

The building of the Casa da Música is thus defined by its author: "There are some buildings that offer continuity, but this one has this type of autonomous and abrupt elements, that connect via a fluid space. As such, I see it as a type of rehearsal on autonomy and fluidity, separation and connection. For me, it is important that the fixed elements be surrounded by a much more fluid experience." – Rem Koolhaas in Público.

## ABOUT OMA (OFFICE FOR METROPOLITAN ARCHITECTURE)

Rem Koolhaas & Ellen van Loon - Architects of Casa da Musica

The Office for Metropolitan Architecture (OMA) is a leading international partnership practicing contemporary architecture, urbanism and cultural analysis. It is engaged in a large number of projects in Europe, Asia, the Middle East and North America.

Rem Koolhaas founded the Office for Metropolitan Architecture in 1975 together with Elia and Zoe Zenghelis and Madelon Vriesendorp. He graduated at the Architectural Association in London and in 1978 published Delirious New York, a Retroactive Manifesto for Manhattan. In 1995, his book S,M,L,XL summarized the work of OMA and established connections between contemporary society and architecture. He heads the work of both OMA and AMO, the conceptual branch of OMA focused on social, economical and technological developments and exploring territories beyond architectural and urban concerns. Rem Koolhaas is a professor at Harvard University where he conducts the Project on the City.

Ellen van Loon joined the Office for Metropolitan Architecture in 1998 and became Partner of OMA in 2002. She is currently leading a variety of projects, among them the new Rothschild Headquarters in London and the 'De Rotterdam' mix-use Building in Rotterdam. Furthermore, she has overseen the construction of the Casa da Musica in Porto (completed in 2005) and the Dutch Embassy in Berlin (completed 2003) and was a Project Manager for the development of the Universal Headquarters Building in Los Angeles.

[www.oma.nl](http://www.oma.nl)

## ABOUT KRAM/WEISSHAAR

Clemens Weisshaar and Reed Kram

Designers of the Store

In 2002 Reed Kram and Clemens Weisshaar founded KRAM/WEISSHAAR, one of the most consistently interesting and innovative European design practices. Based in Munich and Stockholm they engage in the design of spaces, products and media. The offices employ designers, architects, engineers and curators from Germany, Norway, Sweden, the UK, the US and Japan.

With their seminal projects for Prada's Epicenter Stores in Los Angeles and New York with Rem Koolhaas, and their work for Authentics, Classicon, Moroso and the Porzellan Manufaktur Nymphenburg they quickly garnered wide international recognition. The break-through for Kram and Weisshaar was the BREEDING TABLES (2003-05). In this project their approach towards intelligently intertwining product development and media design, while taking advantage of the newest technological possibilities, is paradigmatically outlined. The product of BREEDING TABLES is tables – not a single one, but an indefinite number of different tables. With the BREEDING TABLES the designers bid farewell the idea of designing one product to be mass manufactured as a reproduction of the original prototype. In fact they have developed a process that allows for the production of a multitude of individually different products – tapping the full potential of current production technologies.

The projects of Clemens Weisshaar and Reed Kram stand for a new form of integrated product and process development – and thus for a new way of thinking design.

Their work is part of the collections of the Centre Georges Pompidou in Paris, the Vitra Design Museum in Weil am Rhein and the Museum of Modern Art in New York.

[www.kramweisshaar.com](http://www.kramweisshaar.com)

## ABOUT DISPLAX™

DISPLAX™ INTERACTIVE SYSTEMS is a brand owned by EDIGMA.COM, who was founded in 2000, with a strong emphasis on technological research.

In 2004, EDIGMA.COM's R&D lab (EDIGMA FUTURE LABS – Innovation Center), partnering with academic research networks, presents DISPLAX™ INTERACTIVE WINDOW. This product anticipated by 50 years the technology imagined by Steven Spielberg in the Minority Report and



started the revolution on human-machine interaction. With this product, any transparent surface could become interactive. The DISPLAX™ touch detection technology was then enlarged to other surfaces and formats, creating a wide range of products under the brand DISPLAX™ INTERACTIVE SYSTEMS.

Nowadays, the DISPLAX brand is present in over 30 countries, with interactive projects developed for the world's most prestigious brands.

[www.displax.com](http://www.displax.com)

[www.edigma.com](http://www.edigma.com)

## ABOUT OPTIMUS

Since its foundation, in 1998, OPTIMUS has been consistently growing in the Portuguese market, offering its customers high quality services and mobile phones.

OPTIMUS is the only mobile telecommunications company in the world to achieve three GSM awards back to back. In Portugal, OPTIMUS has also received important awards. OPTIMUS technological excellence was recognized by the national communications institute, according to a research conducted to measure the quality of the mobile network.

By constantly introducing new products and technologies on the Portuguese market, OPTIMUS is also leader regarding new technologies.

[www.optimus.pt](http://www.optimus.pt)

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