

## DIGITAL SIGNAGE / NEW TECHNOLOGIES

### VISCOM 2009 - DISPLAX WINS INTERNATIONAL ACHIEVEMENT AWARD FOR « BEST PRACTICE » IN DIGITAL SIGNAGE

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#### “OPTIMUS CONCEPT STORE” PROJECT ALLOWS THE PORTUGUESE NOMINATED COMPANY TO STAR IN INTERNATIONAL PRIZE

The “Optimus Concept Store” project assured DISPLAX™ INTERACTIVE SYSTEMS the victory of the “Digital Signage Best Practice Awards 2009” award, international distinction given to innovative Digital Signage projects that excel in efficient planning and creative implementation.

The announcement of the winner took place at the fair for visual communication VISCOM 2009 held in Düsseldorf, Germany. DISPLAX™ was distinguished among some of the most prestigious global brands as Samsung, Audi or AEG.

“This distinction rewards our work and means the international recognition of Portugal’s forefront position in the route of global interactivity – Both DISPLAX™ and Optimus must be congratulated” said Miguel Fonseca, CBO of DISPLAX™ INTERACTIVE SYSTEMS.

The “Digital Best Practice Awards” aims to increase the acceptance of this new environment, encourage companies to invest more in this type of signaling and promote ideas for new projects.

LINK TO CASE STUDY:

<http://www.displax.com/scripts/download.php?i=134&k=b685bdc6d7f98ce5d396>

LINK TO PICTURES

<http://www.displax.com/scripts/download.php?i=135&k=1deef1a1f16cf5bc70d0>

Notes to the Editor

#### THE PROJECT - ‘OPTIMUS CONCEPT STORE’

- An approximately 23m interactive showcase that reacts to the course, direction and movement of the passing visitors.

- A 20km cable assemblage to support all interactive screens.
- 4 fully interactive 2m2 VideoWalls playing simultaneously about 70 video signals (controlled by touch)
- Innovative mobile phone comparators and selectors which allow an intuitive research, identification, and information display directly on the equipments' screens, using dynamic lighting systems.
- Remote management of all installed screens through backoffice online platforms which allow you to change content at any time.

#### ABOUT THE FACILITY

With an area of 400m2, OPTIMUS Flagship Store is located at the “Casa da Música”, a cultural, cosmopolitan and privileged cultural space in Oporto. Taking advantage of these influences, every visitor is given to enjoy a unique environment characterized by the merging of technological innovation, the brand's experience and both social and cultural component.

#### MAIN ATTRACTIONS OF THE FACILITY

##### - EXPERIENCE BLOCK

The EXPERIENCE BLOCK, whose design was conceived by the New-York's Kram/Weissnar emerging design office, contains modules which by the use of a mix of physical and virtual experiences, allow the visitor to compare all the displayed cell phone models. Visitors can select the models they intend to compare, and thus analyze all the selected features in a lateral screen. Every mobile phone is connected to a lighting system. Visitors select the feature they intend to analyze, in an interactive display, (e.g. battery) and every single model is evaluated, in terms of the feature selected, through a dynamic lighting system intensity rate assesses the quality of the chosen attribute in each mobile phone.

Some interactive displays allow you to choose a ringtone or wallpaper for the mobile phone. Others, allow you to introduce the operator's commercial offer or internet and mobile communications, with their respective tariffs, to bigger companies. It is also possible to consult an interactive showcase containing the mobile games currently being offered. These may be tried on the devices provided for this purpose.

- INTERACTIVE SHOWCASE

The nearly 23m showcase faces Boavista Av. and is endowed with a complex system of DISPLAX™ interactivity in all its extension. A projection with holographic properties, projects a tridimensional effect on the Avenue, from OPTIMUS' magma, which accompanies the movement of passers-by near the showcase.

**EDIGMA**

EDIGMA.COM, SA emerged on the market in 2000 with a strong focus on technological research.

In 2004, I&D's internal laboratory, in partnership with networks of academic research, in an exemplary symbiosis of integration between the academic research and the business world, introduced the DISPLAX™ INTERACTIVE WINDOW. This product anticipated in 50 years the technology imagined by Steven Spielberg in Minority Report and has completely changed the man-machine paradigm, allowing the rise of absolutely amazing interfaces. With this technology every showcase acquires interactivity. This touch detection technology has been extended to several areas and formats providing a wide range of products under the DISPLAX™ INTERACTIVE SYSTEMS brand.

Currently, EDIGMA FUTURE LABS – Innovation Center is still the innovation engine that emerges from EDIGMA.COM, a company which appears in the market with technology and marketing as the most distinctive characteristics of its DNA, with an integrated offer in the areas of interactive systems, digital projects, content and consulting.

EDIGMA is constituted by companies such as EDIGMA.COM and EDIGMA HEALTHCARE as well as the brand DISPLAX™ – Interactive Systems.

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

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

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



For more detailed information contact:

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## ABOUT DISPLAX™ - INTERACTIVE SYSTEMS

DISPLAX™ is a Global Research Driven Leader in Interactive Technologies counting on the persistence and devotion of internal researchers as well as of an external scientist network based on a local and global platform of technological development, especially represented in United States of America, Germany, South Korea, Spain, Italy, Singapore and Portugal. DISPLAX™ offers high-end innovative interactive technologies like finger interaction with holographic screens, as well as a wide range of displays, floor interaction, personalized interactive solutions, systems, projects and much more to come. Displax™ works with dozens of Business Partners that offer Displax applications and support local end-users, in a worldwide basis, namely in United States of America, Spain, South Korea, UAE, Brazil, Belgium, Greece, Russia, China, Australia, Canada, Italy, Holland, etc. ...



Founded in 2000, Edigma.com is very well known for the production of Technology, Contents and Consulting. In-House application development is written in EDIGMA.COM's history as a very important step for companies' web-based business models, enabling customers to manage and control business through online applications. At the same time EDIGMA's **futureLABS** have a successful R&D program that allows for the creation of Interactive Technologies, a project that is also implemented with Minho University. At the end of 2004, Edigma successfully launched Displax® Interactive Window, a high innovative product, shifting the company to the international market.

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