

## PRESS\_RELEASE

### WORLD UNVEIL

EDIGMA.COM INTRODUCES THE MOST ADVANCED INTERACTIVE FLOOR

INCREDIBLY AUTHENTIC ENVIRONMENTS ALLOW CONSUMMERS TO INTERACT WITH VIRTUAL YET SURPRISING CONTENTS

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EDIGMA.COM launched the most advanced generation of the interactive floor (DISPLAX® INTERACTIVE FLOOR) in Madrid, at the CONGRESS & EXHIBITION FOR INTERACTIVE MARKETING AND ADVERTISING, where marketing, communication, advertising and technology executives gathered to discover new ways of enhancing their businesses.

This technology is the latest advance released from EDIGMA.COM, one of the most prolific research companies in the world developing interactive systems.

The DISPLAX® INTERACTIVE FLOOR contents manager is simple to operate but allows extremely powerful and realistic configurations, which can range from plain yet impacting information to advanced advertising environments or highly realistic games, for instance.

The interaction isn't just made by touch or "body clicking". With this new product, the consumer/contents interaction can be made by body movement, with different contents providing different reactions to equal movements. The same arm movement in a sand, water or snow environment provides a different reaction from the contents, to increase the reality of the environment.

"Using this technology, brands will not only have extraordinary share of attention and benefit from increased awareness but will also be viewed as being innovative, creative and very popular", said Miguel Oliveira, EDIGMA.COM CEO.

"EDIGMA.COM made the worldwide release of DISPLAX® INTERACTIVE FLOOR at the CONGRESS & EXHIBITION FOR INTERACTIVE MARKETING AND ADVERTISING" and according to Brenda Ebenberger, the event manager, "it was one of the event biggest attractions".



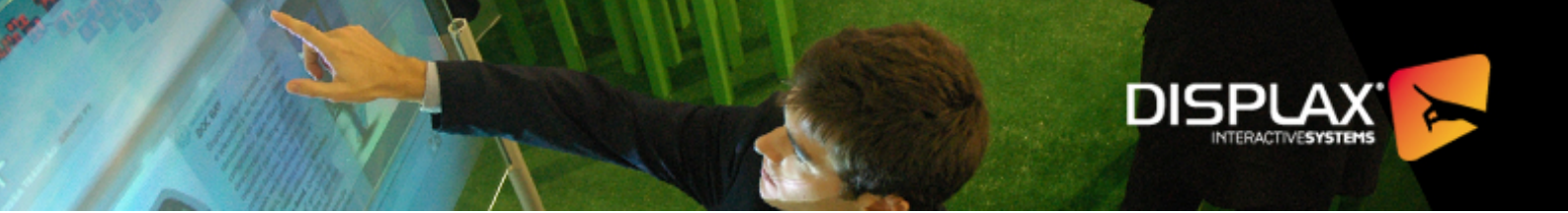
Pre-orders are already being shipped to USA, Malaysia, Dubai (UAE), Spain and Portugal, five from the twenty international markets where EDIGMA.COM has partners to provide technical and commercial support.

“It is our strong belief that this new technology will be especially well taken on American and Spanish markets as these are very competitive markets and present high levels of advertisement saturation for traditional media, and therefore seek for new ways to communicate with consumers”, according to EDIGMA.COM CEO’s vision for advertising evolution.

In the first quarter of 2007 two showrooms will be opened in the American market, NY and Miami, to provide a more effective support to this market demand. Another showroom will be set up at the Head-Quarters of the R&D Lab (EDIGMA.COM FUTURE LAB), in Europe’s western coast, near the Spanish border, also to provide the Spanish market a more accurate and fast response to customer’s needs.

In these showrooms, besides the most advanced and precise Interactive Floor, other interactive systems can be discovered, such as the amazing DISPLAX® INTERACTIVE WINDOW.

“With this new product and strategic moves, we intend to consolidate our leadership in interactive media for the European market and intend to be one step ahead on the American market, becoming the leader on interactive systems. Middle-East (Dubai) and Asia (Malaysia and South Korea) are the other two strategic global regions where DISPLAX® INTERACTIVE SYSTEMS has a local presence, and that not only show the company’s global presence but proof the technological advance of the products”, according to EDIGMA.COM CEO.



## Editor's note

EDIGMA.COM activity is divided in three main areas, TECHNOLOGY, CONTENTS and CONSULTING, having become worldwide notorious for developing DISPLAX INTERACTIVE SYSTEMS.

Launched in 2004, DISPLAX® INTERACTIVE WINDOW is a solution that surprised the world for anticipating in 50 years the human-machine interface predicted by Steven Spielberg in Minority Report

### DISPLAX® Interactive Floor:

With this solution a whole interactive environment is possible as the human interaction with the contents is no longer limited to touch.

With DISPLAX® INTERACTIVE FLOOR, interactivity is processed by body movement, being it a foot, arm or any other kind of movement.

Another great feature is the multi-touch factor applied to the system, allowing several persons to walk on the floor and interact at the same time.

The share of attention created by this new media is unprecedented and cannot be compared with any other form of traditional media, absolutely breaking the clutter.

The perfect places to use this technology are shopping centers, reception areas, museums, special events or trade shows creating extraordinary awareness.

### **For further information:**

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