



## Point of View

### What's New from GestureTek

Autumn 2007 - Vol 1, Issue 1

#### In This Issue

Multi-touch Surface Computing  
ScreenXtreme Gets Even Better!  
Ripley's Virtual Music Room  
AirPoint Hand-tracking Unit  
ScreenXtreme Markets Gillette  
Vulcan Space Adventure  
Dublin Mall Interactive Retail Signs  
Interactive Window for Hospital

#### GestureTek Videos

[GestureFX Visual Displays](#)  
[GestPoint Presentation System](#)  
[Illuminate Computing Surfaces](#)  
[Multi-touch Interactive Table](#)  
[AirPoint Hand-Tracking Unit](#)  
[Screen Xtreme Immersive Ads](#)  
[Gesture Xtreme Virtual Gaming](#)

GestureTek, world leader in ***gesture-recognition technology, multi-touch surface computing*** and ***full-body immersive experiences***, continues to innovate. In the past three months we've launched three revolutionary new products. Read on for more details on these and other exciting client projects.

To learn how video gesture control can make your presentation, information and entertainment systems more powerful, view our [Product Showcase video](#), visit [our website](#) or email me today!

Sincerely,

Vincent John Vincent  
GestureTek, Inc  
tel. +1-416-340-9290 x222  
[vincent@gesturetek.com](mailto:vincent@gesturetek.com)

-  
-

Join Our Mailing List!

## GestureTek's multi-touch surface computing solutions just got better! Get multi-touch interactivity anywhere!



First we delivered a way-finding table for the Samsung building in New York City. Next we helped create the world's largest multi-touch interactive table for the Eureka tower in Melbourne. We then brought a turnkey multi-touch surface computing table to market. Now, GestureTek can deliver multi-touch surface computing not only on tables, but also on panels,

kiosks, counters and bar tops. Cisco is just the latest company to use our breathtaking Illuminate Displays.

View [multi-touch table video](#). Read [multi-touch table brochure](#).

View [Illuminate Display video](#).

## Screen Xtreme immersive, interactive digital signage system now available as a single window on any existing digital sign



Screen Xtreme is a powerful tool for entertainment and brand promotion. It magically captures your customer's real-time image on **any size screen**, where they can see themselves transform the display's background, images and special effects. Screen Xtreme now comes either turnkey or as a single window on your existing

digital signage solution.

View [Screen Xtreme](#) video. View [Active X](#) demo. View [Active X](#) news release.

Check out how MonsterMedia used Screen Xtreme in an [airport installation](#)!

## GestureTek creates an immersive virtual music room for Ripley's Museum



Ripley's Museums often use GestureTek to add visual appeal, immersive interactivity and touch-free control to their exhibits. Most recently, GestureTek created a 'Virtual Music Room' for the Ripley's Times Square location. Visitors' real-time images magically appear on a screen, where they see themselves creating and controlling their own virtual symphony - simply by gesturing with their hands in free space.

View [ScreenXtreme](#) web page. View [Gesture Xtreme](#) video.

Read [Ripley's business case](#).

## Tiny AirPoint tracking unit makes big impression in public exhibits, showrooms, boardrooms & presentation centers



GestureTek's revolutionary portable AirPoint System lets you control a computer or display from any distance simply by gesturing in free space. Your hand is the mouse as you navigate dynamic multi-media content. It's compact and pre-configured for instant set-up anywhere. Orders are pouring in from businesses

worldwide, including this installation for oil and gas company Shell Group.

View [AirPoint](#) video.

## Screen Xtreme immerses women into a sunny beach scene for Venus Breeze razors



When Gillette wanted to spice up their promotional tour for Venus Breeze razors, their marketing agency used GestureTek's unique Screen Xtreme immersive interactive media system. Women were transported into a soothing beach scene, where they could move their hands to manipulate floating flowers, water and even the Breeze logo.

View [Screen Xtreme](#) video. Read [Venus](#)

[Breeze](#) business case.

## Space-age technology delivers 'out-of-this-world' experience to Vulcan Space Adventure visitors



The 'Vulcan Space Adventure' in Alberta, Canada, used GestureTek's patented body tracking software to create a thrilling immersive virtual space adventure. Our revolutionary HoloPoint hand tracking system provided a futuristic interface to the immersive experience.

View [GestPoint](#) video. View [Gesture Xtreme](#) video.

Visit the [Vulcan Space Adventure](#). Read [Vulcan business case](#).

## Dublin's Charleston Mall boasts one of world's largest interactive retail signage systems



GestureTek's powerful Screen FX visual display system in Dublin's Charleston Mall lets shoppers create dazzling special effects by moving their hands and body. Dynamic images are projected onto a larger-than-life 103" Panasonic screen. As well, mall entrances now have eye-

catching Ground FX floor displays. Multi-media content can be changed on the fly. For example, at Hallowe'en, content may feature creepy virtual bugs that scatter when you step on them!

View [GestureFX](#) video.

## Swedish American Hospital uses GestureTek Illuminate system to display 'Healthy Heart' interactive guide



The Swedish American Hospital used GestureTek technology to present an innovative interactive medical information display. The engaging 'Healthy Heart' interactive guide entices visitors to learn more in a fun and entertaining way.

Read more about the [GestPoint Touch Window](#) solution.

View [Illuminate Display](#) video.

## Kids take a 'virtual safari' at South Dakota's Great Plains Zoo



GestureTek's stunning Ground FX visual display system lets zoo guests swim with alligators, scare a pool of tropical fish and even roam with the red wolves.

View [GestureFX](#) video. Read [Great Plains Zoo](#) business case.

**THE GREAT PLAINS ZOO**  
& DELBRIDGE MUSEUM  
OF NATURAL HISTORY

Thanks for reading!

Vincent John Vincent  
President  
GestureTek Inc.

[Forward email](#)

 **SafeUnsubscribe**®

This email was sent to [jason.brown@gesturetek.com](mailto:jason.brown@gesturetek.com), by [jason.brown@gesturetek.com](mailto:jason.brown@gesturetek.com)  
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe](#)™ | [Privacy Policy](#).

Email Marketing by



GestureTek, Inc | 317 Adelaide Street West, Suite 302 | Toronto | Ontario | M5V 1P9 | Canada