ScreenXtreme™

◆GestureTek®

Responsive Media

ScreenXtreme takes public display advertising to a whole new level of interactivity with user-driven signage that grabs people's attention and actively engages them in the experience. Using a patented, camera-based gesture-recognition system that tracks the area in front of the display and responds to movement, ScreenXtreme magically comes to life as passers-by approach, capturing and inserting their real-time video image onto any sized LCD or plasma display. It then converts their body movement into computer control, allowing them to manipulate screen elements such as the background, images and special effects.

Cut Above the Clutter of Traditional Static Advertising

The personal and entertaining approach of ScreenXtreme engages people and ensures message impact like nothing else. People cannot resist interacting with the ScreenXtreme display when they see themselves immersed in the message and controlling the content

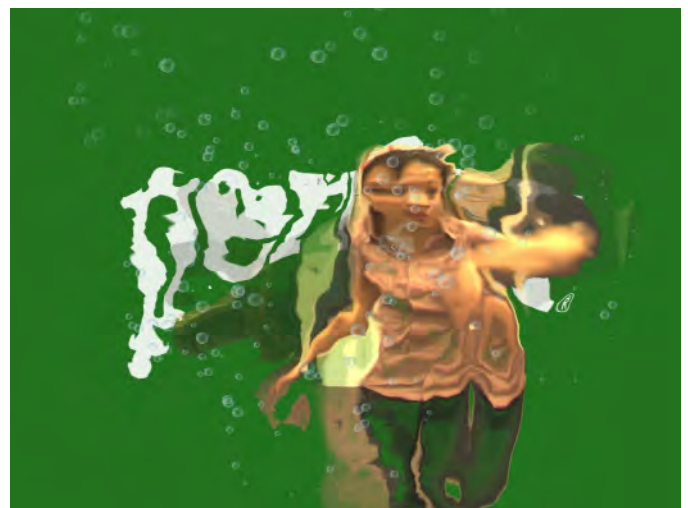### Eye-Catching Pre-Programmed or Custom Special Effects

Over thirty pre-programmed special effects are available with ScreenXtreme, to transform static display advertising into engaging interactive entertainment. Custom content (simple or complex) can also be created. Multiple presentations may be sequenced and scheduled to provide dynamic multi-media content on any number of products and services, or to create a variety of interchangeable backgrounds or special effects.

Delivers Marketing Benefits In Any Environment

ScreenXtreme is a powerful tool for corporate communication and brand promotion in a wide range of environments. It's perfect for digital signage networks, retail stores, airports, bus terminals, stadiums, bars, restaurants, hotels, museums, science centers, amusement parks, attractions and trade shows. Advertisers and marketers value ScreenXtreme's measurement functionality. The system can monitor the number of interactions and other user metrics, providing valuable return on investment information.

Turn Any Digital Sign Into An Interactive Experience

ScreenXtreme comes turnkey or as a plug-in window on any existing digital signage solution. Working with Active X controls, ScreenXtreme immersive interactive software can run as a sub-window on any signage network that works on the Microsoft Windows Operating System.