

iTabTM Interactive



On entering the main showcase area your attention is immediately drawn to the iTab - a giant interactive tablet.

This large scale touchscreen display is designed to run Apps and present App based content on a large scale to a large audience or public arena with all the interactive gestures and commands found on the smaller sized tablets and smart phones of today.

This particular showpiece comprised of an NEC 82" display with integrated touchscreen and bespoke designer overlay, a solution created by Touch2View with their interactive partners U-Touch. Both Touch2view and Pebu were on hand to launch the range of giant iTab's in what is believed to be a world first.

One of the unique things about the i-Tab is its ability to draw the audience in as people associate the look and feel with familiar hand held devices, thus vastly improving the interaction between Consumer and screen - a major plus for potential Advertisers and content providers who want to get their message across.

Many visitors commented on the advantage of using 'familiar' software platforms and said they would feel much more inclined to use the technology if presented in this way.

As well as being available in a range of sizes, plans for cross-platform devices and other operating systems are already underway.

NEC DISPLAY SOLUTIONS AND INNOVATIONS 2011 showcase



Touch²View

On the 6th April 2011 NEC display solutions held their Annual solutions and innovations showcase. Digital specialists from around the UK and Europe converged upon the Iconic landmark Battersea Power Station to experience the latest trends and applications on show.

Now in its 3rd year the NEC Showcase has more than doubled from last year, in terms of the number of different applications on show and comprised of a number of zones where demonstrations were taking place by specialist NEC solutions partners.

The attendees came from a wide spectrum of business with the overall wish to see the latest cutting-edge display technologies available and how the technology is being used within a variety of environments.

The show was to prove an unbridled success with over 550 in attendance on the day.



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