

# GESTUREFX

*GestureFX® is an engaging visual display system that projects dynamic multi-media content onto floors, walls, windows, screens, tables and countertops. Featuring GestureTek's patented gesture-recognition technology, GestureFX allows for real-time interaction between the user and the content, creating an impact that leaves a lasting impression. The GestureFX family includes GroundFX®, Table FX™, Wall FX™, ScreenFX® and the CUBE.*



More than 50 applications are included with the system. Create your own custom effects or have us do it for you, using any combination of static images, sound, video and Flash. We also offer mobile connectivity for custom content applications. Popular in retail stores, nightclubs, tourist attractions and public spaces, it also draws huge crowds at trade shows and special events and adds interactivity to digital signage.

## Retail and Shopping Centers

Make shopping fun!

Create a freestanding, wall-mounted or embedded-window interactive display that entertains customers, advertises your products and drives brand awareness. Draw customers into your store, direct them to specific parts of the store or amuse children with a virtual playground while parents shop.

## Museums, Science Centers, Venues

Wow visitors with a large interactive display that entertains and educates at the same time. Creatively showcase priceless artifacts with minimum risk and maximum visitor impact. Present complex concepts and principles in a compelling way. Others can watch and enjoy the interaction as the user controls the special effects with body movement.

## Public Space Advertising

Motion-responsive advertising can capture attention in ways that static ads cannot. A growing number of advertising networks, stadiums and public space advertisers are turning to GestureTek's gesture control technology for everything from digital signage to street front windows to experiential displays.

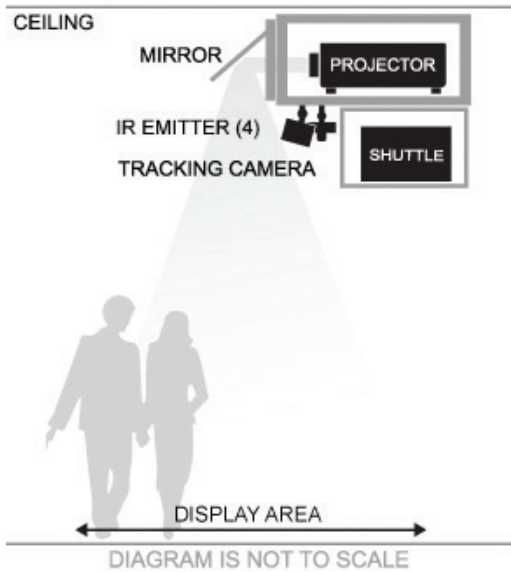
## Nightclubs and Hospitality

Add a high-tech "wow factor" to your venue. Entertain your customers and keep them coming back for more. With simple hand motions, people can control visual effects, games or ads on tables, bars or countertops. Gesture-controlled interactive experiences are great for branding, promotions and entertainment.

Multiple consumer studies with Neilson / Arbitron ranked GestureTek's gesture display technology as the top rated solution in the market for effectiveness of Out Of Home advertising engagement; capturing attention, dwell time, brand retention; and creating positive relation to brand.



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## HOW IT WORKS

GestureFX is based on GestureTek's patented video gesture-controlled technology. This state-of-the-art tracking software reads the position and movement of the body at all times, allowing for real-time interaction with the display graphics. The GestureFX projection image can be any size or shape required. It can be projected on walls, tables, floors and bartops, or displayed on large flat screens or video walls.

The system components include: projector, computer, IR camera, IR light source, software, mounting hardware, and a variety of interactive applications. All components are accredited and come with a warranty. The projector can be ceiling-mounted and all hardware can be hidden from view. GestureTek also has turnkey, plug-and-play products.



GestureTek technologies are protected by one or more of the following US patents and their associated international filings  
 6,353,428 5,534,917 7,058,204 7,227,526 7,379,563 7,379,566 7,389,591 7,421,093 7,430,312 7,574,020 7,555,142 7,570,805  
 7,777,899 7,822,267 7,827,698 7,853,041 7,848,542 7,898,522