CASE STUDY:

**Touch Interaction through Store Window**

Interactive access to relevant information around the clock in Reutlingen’s pedestrian zone: that is now possible thanks to an innovative interactive system from eyevis installed in the new tourist information centre in Reutlingen’s city centre. Two 46” LCD screens type EYE-LCD-4600-LE with multi-touch user interface provide information about points of interest, actual events and the history of the town of Reutlingen. The specially designed touch solution applied to the window of the tourist information centre grants access to the information even outside the centre’s business hours.

The touch interactivity of the display installed right behind the window of the centre is achieved through a capacitive touch foil that is applied to the inner side of the window and connected to the display. This special foil enables interaction with the displayed content by touching the outer side of the window. The displayed content is controlled on a Windows 7/8 based browser system. This solution provides native support of common multi-touch gestures that users are used to from their tablet PCs and smartphones supports such as zooming with two fingers.

Currently the two displays show website content from the tourist information including PDF brochures and web videos. For the future further expansions of the available information are planned, such as the integration of Reutlingen’s public transport information app.

HD image resolution provides perfect readability even under these lighting conditions. The Edge-LED backlight technology further allows the slim design and minor power consumption of these professional LCD monitors. Since the centre window is made of ordinary glass an additional foil was applied to prevent the displays from extraordinary aging through UV radiation.

The direct sunlight shining for several hours per day on the display installed behind the window created an additional challenge for the eyevis engineers. But the brightness level of the screens of 500cd/m², their contrast ratio of 4000:1 and Full HD image resolution provides perfect readability even under these lighting conditions. The Edge-LED backlight technology further allows the slim design and minor power consumption of these professional LCD monitors. Since the centre window is made of ordinary glass an additional foil was applied to prevent the displays from extraordinary aging through UV radiation.

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**INSTALLED PRODUCTS**

2x EYE-LCD-4600-LE (46“-LCD-Display with LED-illumination, Full HD resolution and capacitive touch foil)