



VORTEX: **INSPIRE YOUR** **CUSTOMERS,** **INCREASE YOUR** **SALES**

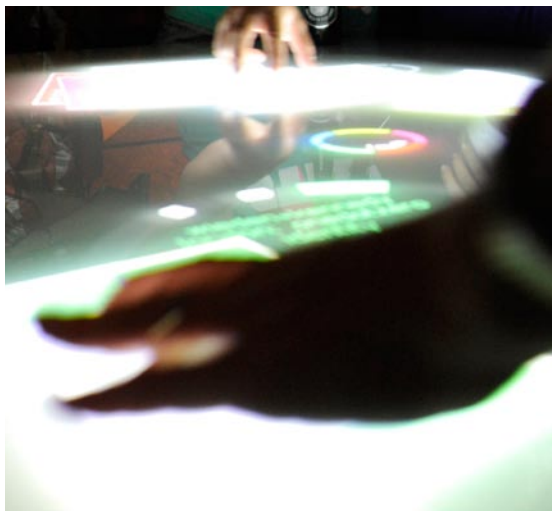
With the Mindstorm Vortex, you can make a lasting impression on your customers. Revolutionise your brand. Transform your services. Outshine your competitors.

With a captivating interactive surface that enables real-time collaboration with your customers, the Vortex is practical, playful and personal.

Built at waist height for comfortable use, the Vortex can be an information guide in a hotel. A shopping catalogue in a fashion store. A delegate survey on an exhibition stand.

Using the multi-touch surface of the Vortex, customers can access dynamic information and manipulate virtual objects. Place product orders. Search maps and directories. Select music from playlists. All these activities can be carried out without the involvement of a receptionist or sales assistant.

THE POSSIBILITIES ARE ENDLESS.
THE POSSIBILITIES ARE JUST WAITING TO BE DISCOVERED.



IMMEDIATE INTERACTION

The Vortex not only interacts with your customers through touch but also objects placed on its surface and mobile phones and laptops. This means you can use the Vortex to share digital information with your customers – for example discount vouchers, event listings, product catalogues or contact details.

As well as enabling you to share data, the Vortex can be used to capture metrics on your customers and how they interact with your products and services. This will help your company develop more effective marketing and sales campaigns in the future.

All this functionality can be achieved without a mouse or a keyboard. Its sleek and compact design also makes the Vortex viable for any venue – from a restaurant and a retail outlet to a reception. The Vortex is particularly well suited to multiple installations in a single location.

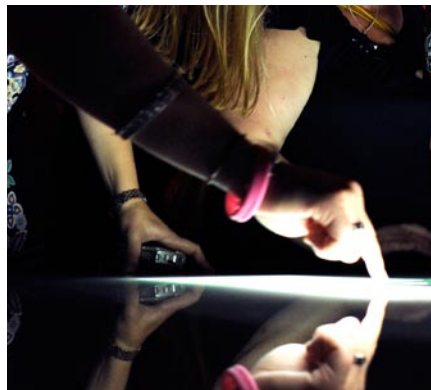
With each unit offering an interactive experience for individuals or small groups, you can use the Vortex to create intimate customer spaces, for example a service support centre. A games area. An information bureau. A product showroom.

The Vortex can be adapted to match different themes, brands, colour schemes or services, providing a unique and compelling customer experience.

This experience begins the moment that your customers step in the door. With a Vortex, there is no waiting for staff or a computer to become available. You can start inspiring, informing and influencing your customers as soon as they show an interest in your products and services.

As interests change and new services are launched, you will be able to use the Vortex to engage with customers time and time again – without the need for additional investment.

By providing your company with a flexible and cost-effective marketing platform, the Vortex can boost competitive advantage, revenue generation and brand loyalty.



Whether you use the Vortex to showcase new services, host interactive games or enable ecommerce, you will be able to offer your customers a more varied and valuable experience. The Vortex can be a promotion, a playground, a prospectus, a passport to the future.

**Unleash your imagination.
Unleash your company's potential.
Unleash the Mindstorm Vortex.**

To find out more, visit www.mindstorm.com.



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THE MINDSTORM FACTOR

PROVEN TECHNOLOGY:

Mindstorm has shipped more rear-projected interactive multi-touch systems than any other company, including 180 metres of iBar[®]. All our products are CE certified.

QUALITY AS STANDARD:

We deliver the highest standard of software technology, fantastic graphics, reliable hardware and comprehensive services. Every component of every Mindstorm solution is tested for reliability and safety.

INNOVATION:

We have a dedicated Mindstorm Lab in Germany, and are continually innovating and working on breakthrough technologies. Our product range includes the iBar[®], Eclipse[®], Aurora, Vortex, Supercell.

GLOBAL NETWORK:

We have sales partners across Europe, Asia and the US, including Panasonic, which also provides maintenance and POS integration services. We also partner with universities on research initiatives.

**THE POTENTIAL IS NEVER-ENDING.
THE POTENTIAL IS YOURS TO HARNESS.**



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