

iBar:

**BRING YOUR CUSTOMER
EXPERIENCE TO LIFE**



**Explore the possibilities,
experience the results**



iBAR[®] : **INSPIRE YOUR** **CUSTOMERS,** **INCREASE YOUR** **SALES**

With a Mindstorm iBar[®], you can dare to be different. Think the unthinkable. Reinvent your customer experience. With its multi-touch, interactive surface, the iBar[®] will transform the way your customers engage with your company, each other and the world around them.

The iBar[®] provides organisations with the interactive platform they need to help bring any surface to life - from an exhibition stand or hotel reception desk to a bar counter or retail point of sale.

How you implement the iBar[®] is up to you. It can be used to promote new products. To update menus and price lists. To host interactive games. To create an ambient atmosphere.

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

A FLEXIBLE AND COST-EFFECTIVE SALES AND MARKETING TOOL

The iBar® is a collaborative platform that can be simultaneously used by multiple users to touch or move virtual objects by hand.



As well as interacting with people through touch, the iBar® senses the location and shape of items in contact with its surface – for example a wine glass or promotional product. The solution's display software can be adapted to respond to these objects in different ways, providing customers with a personal and compelling experience.

The iBar® has the look and feel of a high-quality piece of furniture, which invites people to touch and explore. Customers will no longer be passive consumers of your products and services but active participants.

As customer behaviour changes, you will be able to continuously evolve the iBar® experience



to promote relevant products and highlight new offerings – without having to invest in new publicity campaigns.

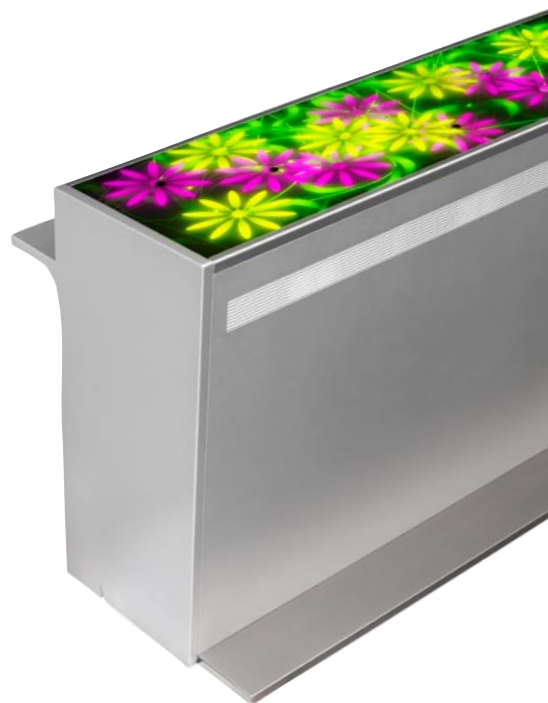
The iBar® provides an insight into these market and customer changes by enabling you to capture valuable metrics about new product launches and marketing campaigns promoted on the solution.

As well as collecting data, the iBar® also enables you to share digital information – for example promotional vouchers, event listings, product catalogues or contact details – with your customers via their mobile phones and computers.

By enabling your company to maximise the sales and marketing potential of everyday surfaces, an iBar® can boost competitive advantage, revenue generation and brand loyalty.

Whether you use the iBar® to create interactive promotions, offer advertising space to partners or decorate your venue, your customers will be intrigued, inspired and engaged like never before. It's an opportunity, a canvas, a crowd-stopper. It's your choice.

Choose to be different.
Choose to take part.
Choose a Mindstorm iBar®.



To find out more about the iBar®, visit www.mindstorm.com

REINVENTING THE CUSTOMER EXPERIENCE

Our customers have used the iBar® to transform events, exhibitions, product launches and venues all over the world. These are just some examples of how companies are achieving commercial success by creating their own iBar® experiences.

CASE STUDY 1: Nokia France

Sector: Event management
The vision: Engage potential customers as part of a new phone campaign and demonstrate how easy it is to share data, images and video clips on Nokia devices.
The Mindstorm factor: Nokia rented 10 iBars®, equipping the products with the company's brand and a specialist application for the campaign.
The results: The iBars® captured consumer interest and helped to drive a large audience to the Nokia promotional stands.

CASE STUDY 2: Chanel

Sector: Retail
The vision: Showcase Chanel products in an environment that reflects the clean lines of the fashion house's brand.
The Mindstorm factor: Mindstorm created a custom designed casing and surface for the iBar® that could be used in Chanel flagship stores. The digital display software was tailored to track each of Chanel's products and provide a different response.
The results: An enriched customer experience that can be controlled centrally at the touch of a button.

CASE STUDY 3: 24 London

Sector: Hospitality
The vision: Give the club a wow factor to attract sponsors, customers and events.
The Mindstorm factor: The venue installed a four-metre iBar® as a social point in the club.
The results: Customers head to 24 London just to see and experience the iBar®. The club has been a great success and was fully booked for events in the second half of 2008.



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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