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CUSTOMER:
Google

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SECTOR:
IT

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MINDSTORM PRODUCTS:
iBar, Supercell

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BUSINESS VALUE:
• Improved access to information
• Created a more memorable event

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CASE STUDY:

GOOGLE

**GOOGLE BRINGS A NEW DIMENSION
TO INFORMATION-SHARING**

THE VISION:

Google's innovative search technologies connect millions of people around the world with information every day.

Partnerships have been fundamental to Google's success ever since the company was founded in 1998. To ensure its Zeitgeist Partner Forum made a memorable impression on guests, Google needed to adopt an innovative approach to sharing information.





THE MINDSTORM FACTOR:

Google implemented a Mindstorm iBar and Supercell to display speaker presentations in real-time throughout the forum's venue. Delegates were also able to download presentation videos and images direct to their USB drives from the interactive surfaces. In addition, the company created a massive multi-touch wall that enabled guests to control Google Earth through hand movements.

THE RESULTS:

Using Mindstorm technology, Google was able to encourage greater collaboration with its partners at a strategic event. Enabling participants to take away videos and images from the event not only created a memorable experience but also ensured that partners were informed of the latest Google innovations.



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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.

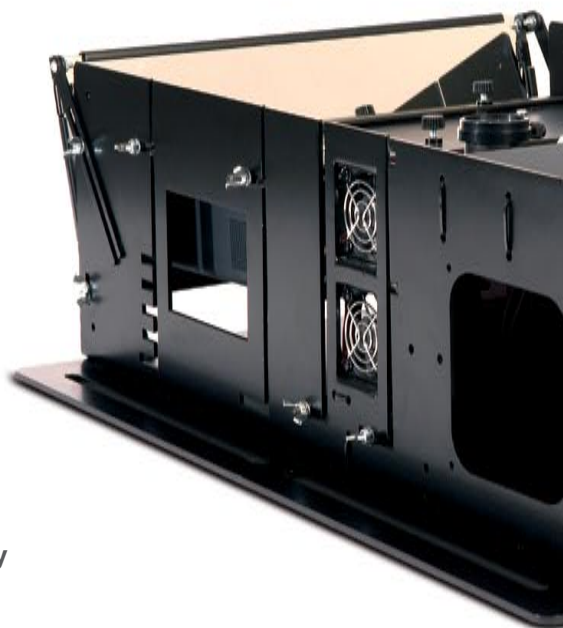
INNOVATION:

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 YOURS TO HARNESS.



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