



## Multi-touch digital design services for kiosk, tablets, and mobile devices by IGM

## Multi-touch technology is the next generation of innovative design using touchable devices.

Imagine having a group of professional designers, writers, programmers and video staff at your fingertips. For educating your audience, demonstrating a product or engaging a customer in your sales presentation, interactive experience design is the most effective emerging tool. We can help you decide what content you need and how best to present it to really enable comprehensive engagements with your audience in addition to growing your business.

This technology allows for multiple points of contact actions such as zoom in, zoom out, rotate, pinching and swiping, all creating a unique user experience. Imagine all the possibilities in collaboration, interaction and streamlining business objectives with multi-touch interfaces.

### *Interactive multi-touch applications can be used in kiosks, tablets, and on mobile devices.*

Use your own data and content or implement another design. Display videos, documents, storyboards, websites, 3D models, product images, sell sheets and more while maintaining the integrity of your collateral materials.



[Watch Robolliance by SHARP, highlighting the multitude options available of interaction](http://www.igmcreativegroup.com/multi-touch-digital-design)  
[www.igmcreativegroup.com/multi-touch-digital-design](http://www.igmcreativegroup.com/multi-touch-digital-design)

Our strength lies in understanding the specific needs of your business and consequently providing innovative solutions for you to connect with your audience holistically. Our expertise in technological advancements enables us to add value to products and services offered by our clients. Most importantly, this empowers them to stay ahead of competition as well as become pioneers in the industry. Here are some of the ways we can build partnerships.



### **Strategy & Design**

From consulting to creative, configuration to training –we consider all the ways users interact with the built environment. Through signage, printed materials, websites, mobile apps, and more, we create a personal and seamless user experience. We'll work with you to maximize every aspect of your system.

### **Branding & Communication**

We focus on developing consumer messages in a concise, interactive and effective manner. In this day and age, people want to spend minimal time sifting through unnecessary information. Our teams' innovative approach to problem solving enables the evolution of maximum engagement with minimal effort.

### **Data Analytics**

We believe in the value of feedback from customers. This refers to developing personalized in house forms into your kiosk, tablet, or mobile app to capture important information. Leads can be stored within the program and exported to an Excel spreadsheet to better understand consumer behavior.

Our experience with clients has made us realize that, multi touch technology enables us to know the exact preferences of the target audience. They touch what they like. And you have access to data from their experiences that you can analyze. We want to partner with you to recommend systems tailored to your facilities and culture. We believe in service before, during and after the sale to make sure you have everything you need for successful execution. Our priority lies in simplifying and unifying visual communications that is how the next generation interacts.

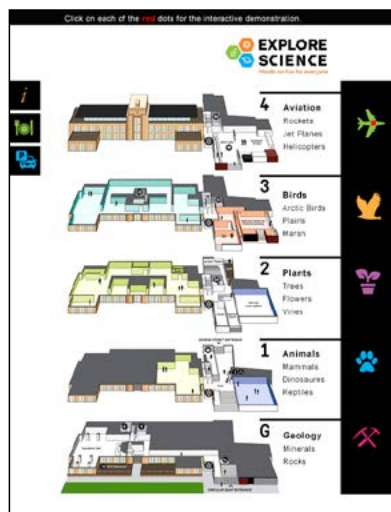
## Industries that can benefit from our services.

No matter how mobile, diverse or busy your specific audiences are, digital signage can engage and motivate them for positive results.

- Corporations
- Hotels
- Educational institutions
- Entertainment Facilities
- Amusement parks, indoor parks
- Government Institutions
- Restaurants
- Conferences and Trade Shows
- Museums and art galleries
- Hospitals
- Religious Institutions
- Manufacturing



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## Ideal Business Uses

- Digital signage
- Way finding
- Corporate presentations
- Product demonstrations
- Real estate
- Sales teams
- Tourism
- Tradeshows
- Retail
- Education
- Museums
- Product education

## Innovative Experiences

- Motion gesturing (interaction without touching the screen)
- On-screen drawing and annotation
- Touch text-to-speech for accessibility
- RFID, NFC and other tag readers
- Display social media feeds
- Access Microsoft Excel spreadsheets
- Easily share content via email
- Interactive Media: videos, photos, objects



## Flexible Technology

- Build and play on any touch device
- Design for single or multiple display including Walls, Kiosks and Tablets
- Plays on Windows, iPad, Android, Chrome, Samsung SMART, webOS
- Track everything, collect and send data to improve marketing efforts
- Deploy globally to single or multiple devices
- Connect to any API and external business logic

To see all samples click here:  
<https://projects.invisionapp.com/share/QJBO8A65N#/screens>

## Drive innovation

Engaging your audience by using advanced interactive multi-touch technology will help differentiate your company. This technology can be used with any audience, for multiple numbers of marketplaces and applications.

**Mobile conversion.** Imagine taking the presentation of your products or services and launching a new mobile App.



We can convert your interactive multi-touch presentation to a downloadable app, thus expanding your influence and reach to your audience. Our dedicated creative team will support you from start to finish.

Your presentation can be placed in the Apple App Store and Google Play Store and can be accessed by anyone with an iTunes® or Google Play account.

*Conversion costs to mobile App are subjective to final design and production. Yearly maintenance and subscription costs for both stores will apply.*

## What is right for me?

Our team will walk you through the process dependent upon your needs or budget. Project planning, researching and management are all included in our costs.

We can breakdown the key features and software options to suit your needs best. Allow us to customize your corporate kiosk or Wayfinding relative to your industry.

These are a few of the more popular features.

- News
- Weather
- Announcements
- Events Board
- Area Amenities
- Available Space (Interactive Only)
- Wayfinding Maps (Interactive Only)
- Video

*Additional monthly fees apply per device that plays a multi-touch program. They range from \$ 25.00 for tablet to \$75.00 for larger touchscreens.*

*\* Limitations to quantity of data point analytic apply.*



## What if I need video services?

We will conduct a half-hour media training session with a company spokesman to get you on track. During our initial media training call, we will walk you through the do's and don'ts of an on camera video.

We will review your marketing materials to determine what images and graphics are best suited for the video and create a rough outline to follow.



### On Location Filming

On location filming within 50 miles of New York includes two hours on location with a 2 person crew, camera, lights and audio. We will take our footage and create a simple 30 – 45 second promotional piece that will be used to promote your business or services. Packages priced based on content requirements.

Local crews are available within the continental US. Price based on availability and location.

### Script Writing Services – \$ 125.00 per hour

Our team of expert marketers and experienced script writers can work with you to create a powerful marketing concept and integrate that message into all facets of your video project.

**Ready to learn more? Call or email us today.**



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