

atracosys

INTERACTIVE SOLUTIONS







Atracsys LLC is a privately held company incorporated end 2003. Spin-off of the Virtual Reality and Active Interface group from the Ecole Polytechnique Fédérale de Lausanne - EPFL, Atracsys specialized in leading-edge 3D optical tracking in medical research, education and industry. The primary focus being on computer assisted surgery systems.

Atracsys started developing interactive solutions for surgeons that could not handle mice and keyboards in sterile environments. beMerlin was created end 2006 and got a large success in ... the marketing and communication field. Since then it has been used worldwide by schools, museums or companies like Tissot, Salto, Zimmer or Abbott. They regularly use this revolutionary visual communication technology during their shows and events.

Atracsys developed the atracTable end 2007 with the idea of combining multi-touch surfaces and tangible tables with the quality and the precision level of its metrological products. Its unique combination of interactive surface with optical stickers allows a wide range of new and intuitive applications. Companies like Nespresso have already seen the potential of the system for their communication.

As a development company geared to the needs of the most demanding users, Atracsys has developed «best-in-class» products that can be easily customized and integrated into various marketing and communication solutions.

atracTable



Create interaction in your environment

Present your products in an innovative way by simply placing them on the atracTable. This tangible surface reacts immediately to the laid objects and creates contextual information around them. Simply interact with the multi-touch surface with intuitive movements of one or more of your fingers. Browse menus, discover interactive features or compare products by intuitively placing them side by side.

atracTable is much more than a simple touch screen surface.

Involve your customers

Transform your conventional counter, bar top or information desk into an astonishing interactive and tangible surface with atracTable. The multi-touch surface offers an infinite number of tools and possibilities. For each presented item, insert multimedia content, descriptions or comparisons. Let your customer – or your salespersons – access product information with natural finger movements.

How does it work?

atracTable is the ingenious combination of a video-based movements tracking system, a computer, a projector, and a screen. The whole technology fits inside the furniture and is invisible for customers. Products are tagged with small stickers that allow their identification by the system. When laid on the surface, objects or users' fingers are detected and identified by the tracking system. Interactive content is updated accordingly in real-time.

Wide range of applications

The simplicity of set-up and the intuitive use of the system make atracTable suitable for a large range of applications, such as:

- Products or services presentations / comparisons in shops or during events
- Interactive presentations in restaurants or bars
- Attraction in expositions or museums
- Hi-tech information desks in hotels
- Interactive advertisement

atractable exists in standardized shapes and sizes. It may however be customized and tailored for your own needs.

Go beyond your limits

Go beyond your limits

Catch customer's attention. Let them interact to browse your products in a funny and highly interactive way.

Insert limitless multimedia contents, for each product or service. Update them over the Internet, change them as often as you wish or schedule changes by day or time.

The magic is just starting... Contact us for ideas that can transform the way you interact with your customers.



beMerlin – enchant your customers



A revolution in visual merchandising

Improve your communication and advertising strategy with beMerlin. This revolutionary visual communication system transforms traditional media into eye-catching interactive surfaces.

Go beyond mouse, keyboard or touch-screens inputs with simple and intuitive hand gestures, without touching.

Involve your customers

Let customers become the actors! Let them play with your ads, browse your products, discover their features, reserve services or learn more about your company.

Customers' feedback and preferences can be recorded for further impact analysis and data-mining.

How does it work?

beMerlin's typical configuration is composed of a video-based gesture tracking system, a computer and a projection solution (i.e. holographic or plasma screen). beMerlin's technology is invisible and is easy to install, move or transport.

Users interact by moving hands in front of the screen. They are automatically detected by the tracking system and processed by the computer that analyzes the location they are pointing. Interactive content is finally updated accordingly in real-time.

beMerlin has "multi-touch" capabilities but... without contact.

Wide range of applications

The simplicity of set-up and the intuitive use of the system make beMerlin suitable for a large range of applications, such as:

- Products presentation during exhibitions and events
- Interactive shopping windows
- Information systems for public areas, hotels or shopping malls
- Show rooms at the entrance of companies
- Gaming

Thanks to a unique movement tracking system, beMerlin works behind a wide range of window-glass, even the most protected ones like in jewelries or banks.

Go beyond your limits

Attract customer's attention even with closed doors. Let them interact to find all the necessary information even when your company or shop is shut-down.

Insert limitless multimedia contents, for each product or service. Update them over the Internet, change them as often as you wish or schedule changes by day or time.

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