

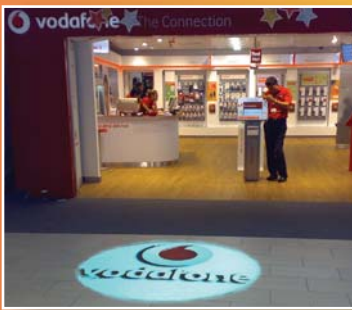


# EyeStep

The interactive video projection system

Promoting  
Informing  
Entertaining

Leisure  
Visitor attractions  
Retail  
Events  
Hospitality  
Education



## EyeStep

EyeStep revolutionizes advertising and entertainment, providing a unique and highly engaging interactive platform in public spaces.

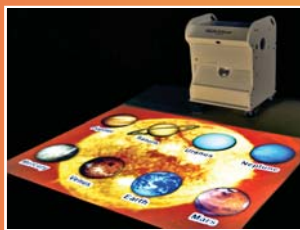
EyeStep is an innovative, eye-catching system which projects dynamic images onto any floor or wall surface and delivers a full body immersive experience, allowing users of all ages and abilities to engage and control a game or advertisement through their movements or gestures.

EyeStep is a mesmerizing medium that senses users presence and reacts with a variety of special effects transforming advertising into a memorable, entertaining, interactive experience. The system is ideal for promotions, presenting information and entertainment purposes.

## EyeStep Mobile

EyeStep Mobile is now available as a 'Plug 'n' Play' Mobile solution! Built into a robust casing with an anti bacterial coating, it can be themed or branded to customers' requirements. This portable solution occupies a small footprint that delivers a bright 173 x 130cm interactive floor Image and can be deployed in just about any location such as; Exhibitions, Retail stores, Parties, Fun days, Road shows, Open days or Social occasions, to name but a few.

Completely customizable, EyeStep and EyeStep Mobile offers a choice of 18 different interactive templates with over 150 preset applications that can be easily updated with Pictures, Videos and Sound files. All content can be updated and managed locally or remotely via your LAN or an internet connection.



## Key system features

- Easy content update - Custom applications can be created and updated within EyeStep, no additional Software Development Kits are required.
- Supported file formats - supports most popular file formats for stills, video and audio files!
- Networking capabilities - Control and manage one or multiple systems from one central location via your LAN or the Internet. Update and schedule content remotely for complete piece of mind.
- Multi-user interface – multiple users can interact and engage with the display, each user experiencing their own immersive experience.
- Activity reports – providing the all important user interaction feedback for ROI.

# What is it!

Attractive, engaging and a fun Interactive medium for advertising and entertainment.

# How it works

Still and video images can be projected onto floors, walls or any other vertical, horizontal or angled surface. Several projectors can be linked to a single unit to create a larger interactive display area.



omiVista creates a virtual two layered image. Using data collected by the movement tracking system it makes real-time changes to the top layer creating stunning effects while revealing the bottom image.

# Templates

The system currently has 18 different interactive templates with over 100 preset applications which can be updated with still images, videos and audio files, supporting most commonly used file formats: jpg, bmp, png, tga, exe, wmv, mov, avi, mpeg, divx, wav, mp3, wma, swf & more.

Each template produces a different type of interactive response with the projected images. Parameters such as Sensitivity, Speed, Intensity, Direction, Return delay and many others can all be varied to produce an infinite number of effects. Custom templates can be created on request.

Currently available templates:

wipe, water, splat, tunes, scatter, catch, hunt, smash, football, tiles, trail, sort, whack, basketball, double splat, swap, cracks, eyelisten.



### Wipe

Upon interaction the top image is wiped away showing a smooth glowing transition effect as the lower image is gradually revealed .



### Tiles

The image area can be divided into a series of columns and rows creating multiple tiles, which flip to reveal the reverse side (underlying image) upon interaction.



### Scatter

The top image consists of many small images distributed across the surface of the projection, when interacted with they scatter away to reveal the image below.



### Water

This template provides a realistic water effect, which when interacted with creates a ripple effect distorting the underlying image.



### Smash

When interaction is detected the top image smashes into pieces, which disperse over the surface before returning to their original position.



### Tail

Where movement is detected on the surface image, objects appear, leaving a trail that gradually fades away.



### Football game

Fully immersive game; two or more players kick a virtual ball attempting to score goals. The score is displayed after every goal. Side banners can be updated with adverts or information.



### Catch game

Animated objects appear to be 'falling' down towards the player. The player needs to catch the objects with their movements to create a score before they are timed out. Best when projected onto a wall.



### Splat game

Animated objects appear randomly on the surface and try to avoid players. When a player stomps on an object it produces an animation accompanied by a sound.



### Hunt game

The top image contains animated objects that hunt/ follow the player as he moves on the image. Objects return to stand-by position when the system is idle.



### Sort

Animated objects circle around the middle, users invited to sort these into appropriate groups.



### Whack

Users attempt to step on figures popping out of holes to score points while being timed.



### Basketball

Users attempt to catch the ball and throw it into the basket to score points while being timed.



### Double splat

A game for 2 players to splat moving objects and score a higher score over a limited time.



### Cracks

Cracks appear when users interact with the top image to reveal the bottom image.

## Markets and applications

The EyeStep technology has a broad market appeal.

### Retail

The need for engagement in the retail environment makes omiVista the ideal medium, enabling stores and shopping centre's to draw customers in and keep them there for longer.

### Events

Providing a fun memorable experience in a short window of time is what makes EyeStep a must have for today's trade shows, promotional events and exhibitions. The system provides infinite flexibility in terms of creating new effects; making it an indispensable tool in the hands of skilled marketers!

### Entertainment

From Theme Parks to Residential Homes, omiVista's flexible scalability ensures it can be successfully integrated into any entertainment situation; delivering a fun immersive experience to people of all ages and abilities.



### Hospitality

The system offers a fun and compelling experience to the hotel, restaurant, bar and night club sector, inviting customers to interact with a game, message or promotion.

### Museum & Education

Providing a unique content delivery platform in the education sector; enabling visitor/students to engage with a subject in a wholly inclusive manner.

## Key features

### Easy content update

The ability to easily update and change the content in each template provides an infinite number of ways to present information, while maintaining the appeal of the system for years to come. Content can be updated either on site or remotely over a network

### Networking capabilities

When connected to a fixed IP internet connection multiple units can be controlled from a single remote location, allowing for simultaneous update of campaigns with the use of our managed web service.

### Remote scheduling and management

The system offers a high level of control, allowing for remote scheduling of content to take advantage of audience movements and improve utilization. Remote system management allows the user to control activation and shutdown of the projector and PC, with remote system resets and error logs.

### Activity reports and real-time snapshots

The system constantly monitors activity and can produce hourly, daily and weekly reports per location with a break down of time and length of each interaction. The system can also take snapshots of live operation to monitor audience usage and address site requirements.

### Live video streaming

The system can utilise live video streams and incorporate them into either a top or bottom layer, allowing it to display live news, traffic information, weather and more...

## Technical

The EyeStep system uses an MS Windows© based PC and a state of the art I/R movement tracking system to control multi-layer graphics software.

### System components

- EyeStep interactive video multi-layer graphics control software license
- MS Windows© based 3D Graphics PC.
- Infrared imaging system – Camera, IR source, Capture card and software
- Video projector with specific lens and mirror if required
- Multi-media speakers for background sounds if required
- White vinyl flooring if required
- Installation services, materials and commissioning.

### Site requirements

- Ambient light level typically between 100-400 lux
- Projection surface – any white or light coloured horizontal or vertical surface
- Projection distance - from 3 metres up to a maximum dependant on projector
- Support structure for projector, IR imaging system and speakers.
- Max 30kg
- Power supply – single 220v13A socket
- Internet connection – required for remote controlled and network managed systems.

The Company offers a full range of technical and content production services. From planning to installation, remote and on-site support, maintenance, remote system management and content updates.

Our creative team can provide advice and content production services to help you meet your needs enabling you to get the best out of your omiVista system.

Please call us to discuss your specific requirements and to arrange a demonstration or visit our website to view a video.

