

Aurora:

**BRINGING A NEW DIMENSION
TO CUSTOMER INTERACTIONS**



**Explore the possibilities,
experience the results**





AURORA: INSPIRE YOUR CUSTOMERS, INCREASE YOUR SALES

With a Mindstorm Aurora®, you can unlock new opportunities.
Be bold. Be creative. Differentiate your business.

The Aurora's interactive surface can be used to transform any customer interaction and environment. A corporate reception area can become a product showcase. An airport lounge can become an advertising marketplace. A hotel lobby can become a travel guide.

A table will no longer be a blank canvas but an interactive tool for inspiring, informing and influencing your customers. Holiday destinations can be brought alive with moving images and interactive maps. Car models and features can be demonstrated and explored. Restaurant menus can be viewed and orders placed. Interactive games can be played and won.

With the Aurora, you can immediately engage with your customers regardless of whether a sales assistant or receptionist is available. How your customers, organisation and staff interact with the Aurora is up to you.

**THE POTENTIAL IS NEVER-ENDING.
THE POTENTIAL IS YOURS TO HARNESS.**



REAL-TIME CUSTOMER COLLABORATION

The Aurora is an accessible and intuitive collaborative platform. Customers – young and old – will be drawn to the solution’s interactive surface and its state-of-the-art display software.

Easy and fun to use, the Aurora enables multiple individuals to simultaneously touch virtual objects and access dynamic content. As well as interacting with people, the Aurora senses the location and shape of items in contact with its surface – for example a hand or promotional product. The solution’s display software can be adapted to respond to these objects in different ways, providing customers with a unique and memorable experience.

Sales assistants can draw on this functionality to engage groups of customers far more effectively than a printed brochure. With its easy visibility and dynamic content, the Aurora will transform the sales environment, bringing your products and services alive like never before.

The Aurora can also be used to capture metrics about each sales engagement and customer experience, helping your organisation to better tailor future marketing campaigns, product developments and service offerings.

As well as collecting data, the Aurora 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 laptops.

All this functionality can be achieved without a mouse or a keyboard, making the Aurora both user-friendly and practical for a busy customer

space. With its sleek design, the Aurora is suitable for any venue – from a retail outlet and restaurant to a meeting room or music venue. The solution’s design can be specially adapted to reflect your customer base, brand and existing furniture.

With the Aurora, you can communicate with your customers from the moment they step in the door – and give them a reason to return time and time again. As their needs and interests



change, you will be able to continuously evolve the Aurora experience to promote relevant products and highlight new offerings.

By providing your company with flexible marketing platform and your customers with a unique and memorable experience, the Aurora



can boost competitive advantage, revenue generation and brand loyalty.

Whether you use the Aurora to stream promotional videos, display maps or enable chat, the customer experience will be transformed forever. It’s a marketplace, an icebreaker, an innovation.

Create a unique proposition. Create a new phenomenon. Create your own Mindstorm Aurora experience. To find out more, visit www.mindstorm.com

REINVENTING THE CUSTOMER EXPERIENCE

Our customers have used the Aurora 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 Aurora experiences.

CASE STUDY: onedotzero



THE VISION: A FESTIVAL WITH A WOW FACTOR

As a digital arts organisation, onedotzero understands the power of moving images. As well as providing creative direction, production and consultancy services, onedotzero also organises a number of public events.

To help increase the appeal of these events, onedotzero decided to pilot a new approach for the festival’s London dates with Mindstorm and so touch (a Mindstorm partner).

THE MINDSTORM FACTOR: A COLLABORATIVE PLATFORM FOR THOUSANDS OF FESTIVAL-GOERS

To enable greater collaboration at its London festival venue, the company partnered with interactive specialists Mindstorm and sotouch. By using a Mindstorm Aurora and a multi-touch application from sotouch, onedotzero was able to bring the content of its festival alive.

THE RESULTS: AN INNOVATIVE DIMENSION TO A COOL EVENT

By pioneering interactive surfaces at its London festival, onedotzero was able to engage more directly and dynamically with the thousands of festival goers

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.

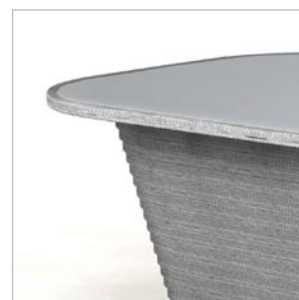
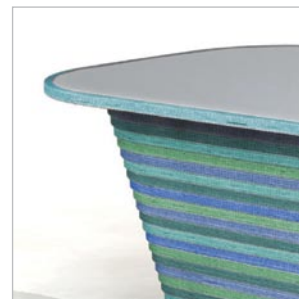
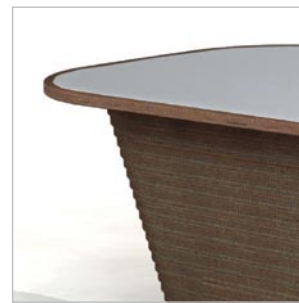
INNOVATION:

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.

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AURORA FROM MINDSTORM IS FULLY CUSTOMISABLE AND CAN BE FINISHED IN ANY COLOUR OR MATERIAL YOU REQUIRE.



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