



# Eclipse:

**STAND OUT FROM THE CROWD**



**Engage your customers,  
energise your business**





# **ECLIPSE<sup>®</sup> :** **INSPIRE YOUR** **CUSTOMERS,** **INCREASE YOUR** **SALES**

With a Mindstorm Eclipse<sup>®</sup>, you can break the mould. Reach more customers. Bring your company and products to life. Extend the customer experience like never before.

Using front projection technology and innovative display software, the Eclipse<sup>®</sup> helps organisations bring surfaces, spaces and information to life. Shop floors can become a fashion display. Restaurant walls can become menus. Exhibition stands can become product catalogues. Bar ceilings can become part of the entertainment.

New product launches, seasonal promotions and music playlists will no longer be inanimate documents. Instead they will represent an opportunity to influence, inspire and engage your customers.

The Eclipse<sup>®</sup> can be fun, ambient, informative.

**THE OPPORTUNITIES ARE ENDLESS.**  
**THE OPPORTUNITIES ARE WAITING TO BE EXPLORED.**

## CREATING FLEXIBLE INTERACTIVE EXPERIENCES

Multiple customers can share and create their own Eclipse® experience. Using hand and foot gestures, images can be manipulated and moved. Information can be selected and downloaded. Games can be played and won.

Simple to install and maintain, the Eclipse® has been specially designed to provide a user-friendly environment for both operators and participants. As a self-contained unit, the Eclipse® can be easily moved between venues, for examples events, exhibitions and retail outlets.

Any reflective surface – small or large, round or square – can be part of the Eclipse® experience. The solution's flexibility and scalability means that the interactive experience can be continually evolved and enhanced to meet the needs of your business and changing customer behaviour.

Product displays can be varied to reflect different consumers – young and old, male and female. Venue décor can be changed for different audiences – party-goers by night, corporate lunches and events by day. Promotions can be launched to reflect world and annual events – from school holidays and sports tournaments to fundraising campaigns and festivals. With the Eclipse®, all these changes can be made with just a flick of a switch.

By making your sales and marketing activities more responsive and your brand more memorable, your company will be able to stay at the cutting-edge of consumer demand.

This will help to boost competitive advantage, revenue generation and brand loyalty.

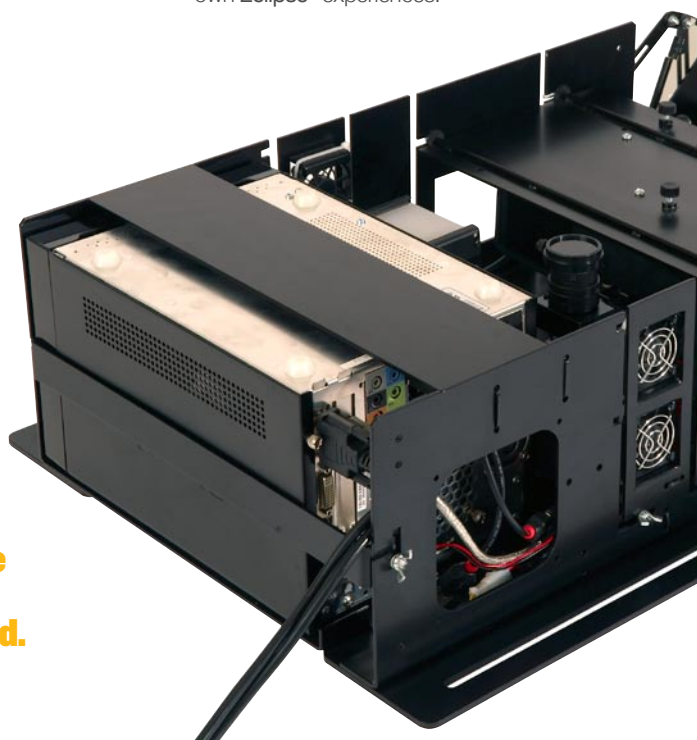
With an Eclipse® you can bring your business closer to the people that matter. Discover the opportunities. Discover a new direction. Discover the Mindstorm Eclipse®.

Visit [www.mindstorm.com](http://www.mindstorm.com)

### REINVENTING THE CUSTOMER EXPERIENCE

Our customers have used the Eclipse® to transform events, exhibitions, product launches and venues all over the world. Below are just some examples of how companies are achieving commercial success by creating their own Eclipse® experiences.

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#### CASE STUDY 1: Schneerot, Germany

**Sector:** Sector Hospitality  
**The vision:** To create an exclusive and extraordinary bar that would entice customers and build loyalty.  
**The Mindstorm factor:** The venue has been transformed with 10 metres of Eclipse®, which projects special effects and interactive games on to the bar counter from the ceiling.  
**The results:** Schneerot has been a great success, with customers inspired to touch and play with the interactive images on the bar counter.

#### CASE STUDY 2: Dino Museum, Portugal

**Sector:** Entertainment  
**The vision:** Differentiate the museum and bring the age of the dinosaurs to life for children and adults alike.  
**The Mindstorm factor:** Using two Eclipses®, images of the Jurassic era are projected on to the museum walls. A third Eclipse® creates dinosaur footprints on the floor.  
**The results:** Dino Museum can offer a dynamic and interactive experience that makes it stand out from other tourist attractions. The museum has received good publicity, helping to raise awareness among residents and tourists alike.

#### CASE STUDY 3: 24 London

**Sector:** Hospitality  
**The vision:** Give the club a wow factor to attract sponsors, customers and events.  
**The Mindstorm factor:** The venue installed a four-metre iBar® as a social point in the club.  
**The results:** Customers head to 24 London just to see and experience the iBar®. The club has been a great success and was fully booked for events in the second half of 2008.



# THE MINDSTORM FACTOR

## **PROVEN TECHNOLOGY:**

Mindstorm has shipped more rear-projected interactive multi-touch systems than any other company, including 180 metres of iBar<sup>®</sup>. 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<sup>®</sup>, Eclipse<sup>®</sup>, 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 NEVER-ENDING.  
THE POTENTIAL IS YOURS TO HARNESS.**



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