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Giant user-led activations provide missing piece of the consumer engagement puzzle



It resembles a scene from Hollywood sci-fi blockbuster *The Minority Report*; people controlling content on large-scale screens with a simple wave of their hand, it sounds far-fetched and futuristic, but it's coming soon to a public space near you.

Displayground™, which utilises gesture-control technology to lead the way in consumer engagement, allows users to select, drag, play and pause files and live data via the swipe of a hand. Nigel O'Connell, Director, recognised how user-led activations are transforming the digital landscape and saw an opportunity to provide physical environments with a much needed point of difference.

“Our technology is a boon for content marketers, retailers, educators and anyone with information to share because it provides a theatrical experience not possible online or with current touchscreen kiosks and virtual reality platforms, which focus on a single-user experience” explains Nigel.

Displayground responsive activations grab consumer attention with animation, sound and rich media, uniting physical environments with digital content to engage multiple consumers and analyse their behavior.

Encouraging consumers to access multiple layers of information of their choosing, provides relevant two way conversations between brands and their intended

audiences. Add to that the seamless integration of personalisation technologies such as ibeacon and you start to see the bigger picture emerging as we enter a truly exciting era of engagement.

Displayground turns any flat surface into a large interactive screen, meaning companies who have already invested in LED screens or video walls can re-use their existing equipment.

Ideally, user-led activations should offer a mix of information, wayfinding, entertainment, games, social, shopping incentives and branded content in a centralised hub for consumers to access. Displayground plans to roll out the systems in commercial centres nationally.

Enquiries: Nigel O'Connell
+ 61 (0) 407 250 552
nigel@displayground.com.au
www.displayground.com.au