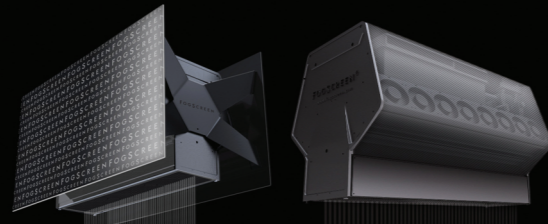


PRODUCT FEATURES:

- Slimmer, smaller design sized for the retail industry
- Removable and customizable side panels
- Sharp images literally float in the air
- Lower entry price



FOGSCREEN® R-series projection screen

FogScreen® R-series projection screen is a specifically for the retail industry developed customizable screen.

Unit dimensions:

Width 102,5 cm (3.4 ft), depth 59 cm (1.9 ft), height 59,5 cm (1.95 ft)
Projection surface width 80 cm (2.6 ft)

Weight:

90 kg (199 lbs)

Power requirements:

Voltage: 100-240 V, max 10 A

Power consumption:

1 kW

Water consumption:

2-5 l/hour

Operating temperature:

Normal room temperature, designed for indoor use.
The operating temperature range is between +5 and +40 degrees Celsius.

Controls:

User interface in the unit, IR -remote control, DMX-512 protocol

FOGSCREEN®
walk through magic

FogScreen, Inc.
Business identity code 1846488-2, US Patent 6,819,487
Tammasaarekatu 1, 00180 Helsinki, Finland
Tel. +358 20 7118 610, fax. +358 20 7118 611
sales@fogscreen.com
www.fogscreen.com

FOGSCREEN®

R-Series projection screen

First Specialty Walk-through
Projection Screen

For Retail and Digital Signage

FOGSCREEN®
walk through magic

INFLUENCE BEHAVIOR AND INCREASE SALES IN RETAIL AND DIGITAL SIGNAGE

- Increase visitor volumes and ensure high traffic to stores
- Influence the direction and flow of consumer traffic
- Get consumers to spend more time with brand messages and remember them better
- Communicate brand messages more effectively
- Highlight new products and promotions that get noticed



FogScreen immediately nailed it!
 Already on the first day of operation, the reactions from the shoppers varied from amazement to enchantment. This is a wonderful add-on to increase the customer flow to The Catwalk. A premium solution to a premium site”, enthuses Henry Sukari, the Managing Director of Ideapark Shopping mall.

walk through magic

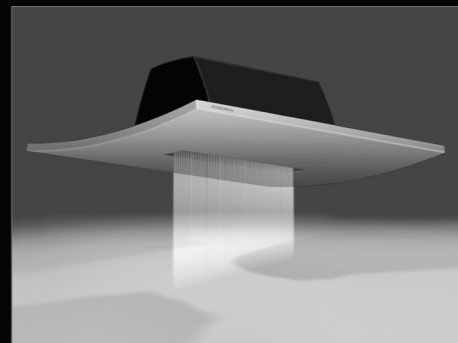
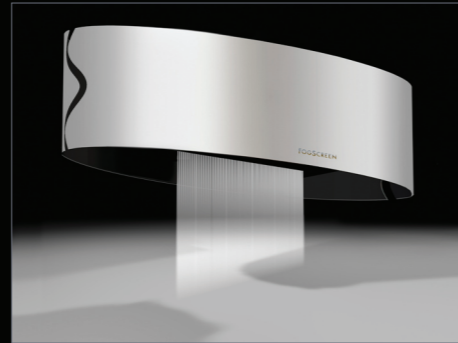
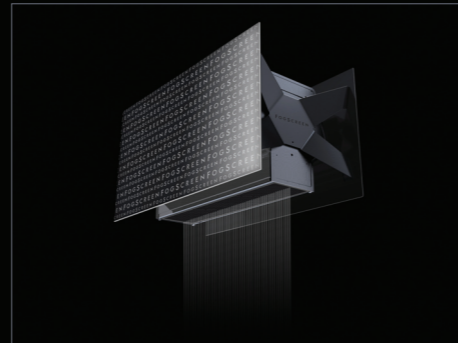
WOW AND MESMERIZE CONSUMERS

ULTIMATE INSTORE MARKETING

- Highest “WOW” factor of any commercial projection screen
- Complements traditional out-of-home digital media
- Creates experiences that can communicate any emotion or idea
- Floating images and videos literally grab and hold attention for minutes
- Fulfills people’s desire to be entertained and excited by an advertiser’s brand message
- Customizable side panels can fit any marketing campaign

NEXT-GENERATION DIGITAL SIGNAGE

- Highest recall rate of any media projection screen (>90%)
- Plug and Play with any digital signage infrastructure
- Walk-through projection screen can be placed in any location
- Captivate with interactive 2D and 3D images and videos



WALK-THROUGH INTERACTIVITY

FogScreen® R-Series can be configured with two separate types of interactivity. For kiosk applications the walk-through projection screen can become a large, floating touchscreen. High resolution images can float in the air and react to or interact with finger touches on touchscreen controls.

The R-Series can also project images that can interact with and react at a distance to arm and body movements. In either configuration, the R-Series can support branded campaigns and customized content that attracts attention and captures your visitor’s imagination!

AWARDS

- Bottom Line Design Award, Promotion category
- Club World Award, Best Effect category
- TESA Award for Innovation
- EU’s European IST Prize
- PLASA Award for Innovation
- 1st Prize in Laval Virtual InnoSuomi

FOGSCREEN®
 walk through magic