



# Easire<sup>®</sup> Applications



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intuitive user interfaces  
ready for use in one hour  
integrated CMS  
many optional functions  
customized solutions

# Easire<sup>®</sup> Bubbles

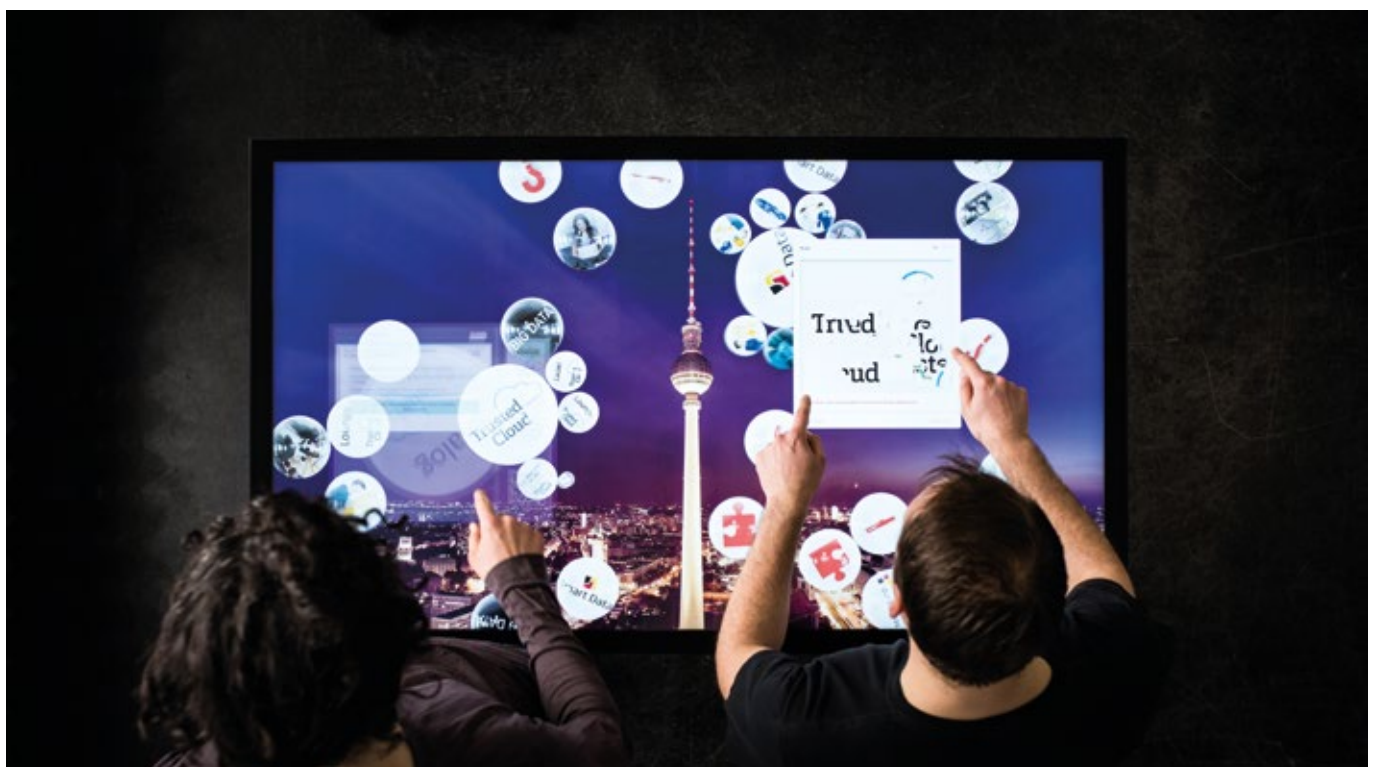
exploring information in a playful way

## touch application

Easire<sup>®</sup> Bubbles is a multi-touch application where several users intuitively move through a wide variety of content. An appealing visualization makes information viewable and interactive for the user.



Fraunhofer Institute for Telecommunications  
created for the Smart Data Forum





# Easire® Elements

bringing objects to life

## touch application with object recognition

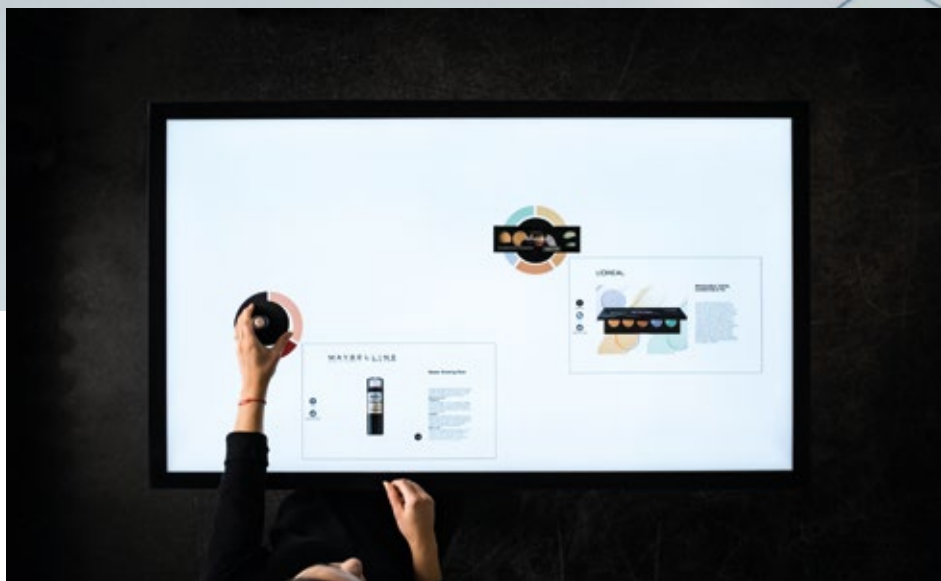
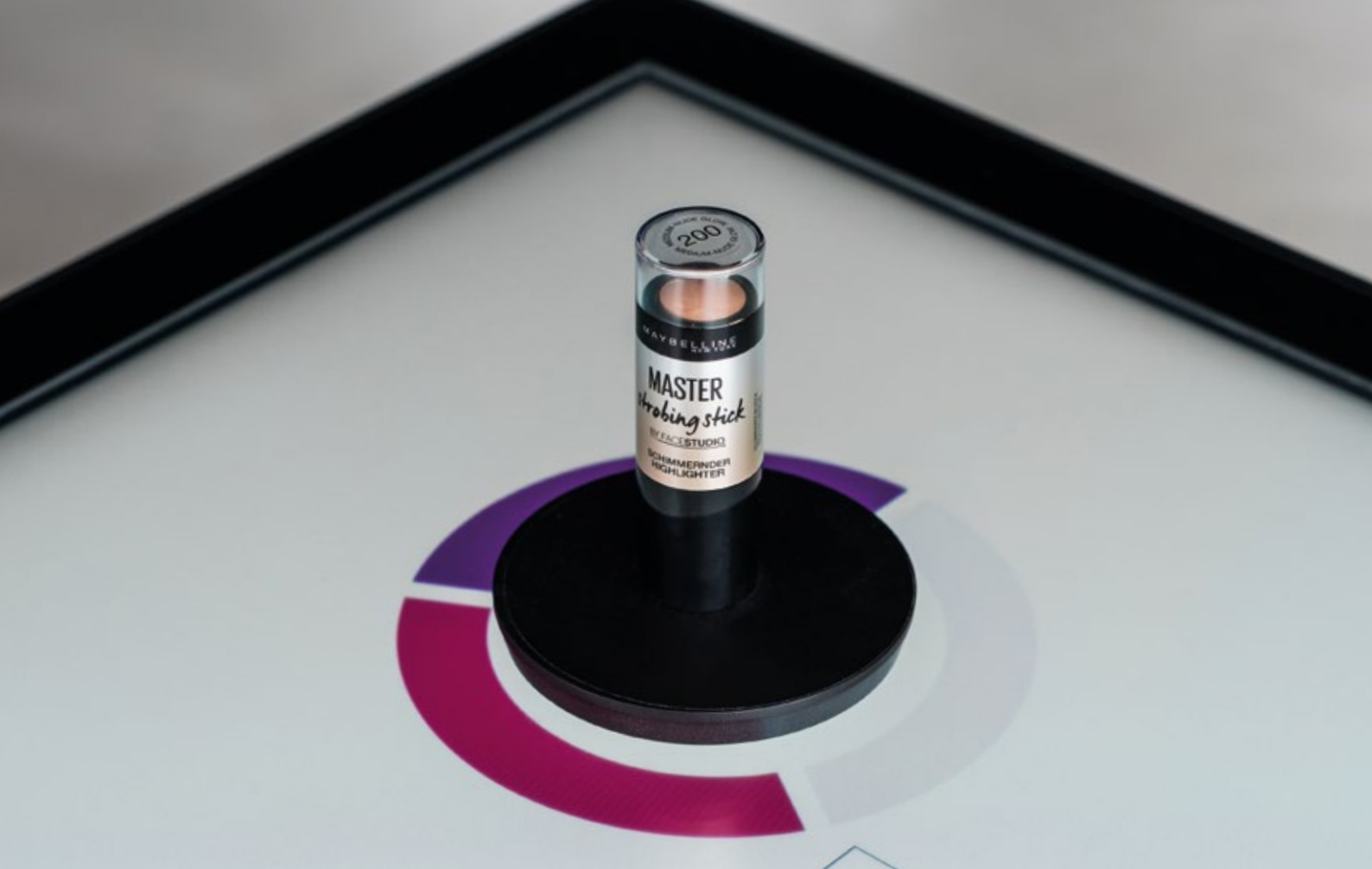
With Easire® Elements we combine real objects with digital experiences. Our unique capacitive object recognition makes it possible to digitally experience and understand content and information about an object.

By combining Easire® Elements with Capore® Objects – our touchable control elements – we integrate tangible objects into modern multi-touch hardware and create fascinating experiences for our customers. The choice of objects used is almost limitless: from our Capore® Objects to customer-specific creations.

### Easire® Elements Template

created for the Focus trade show

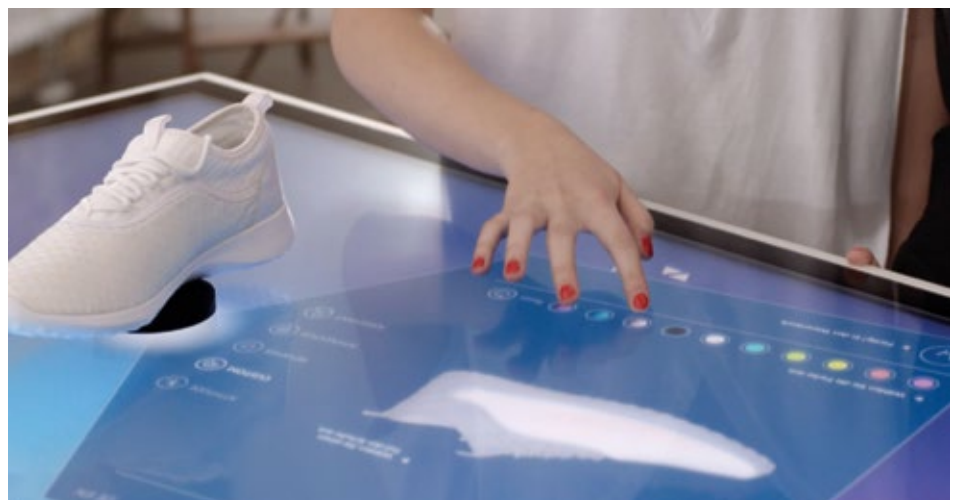




MAY

L'Oréal  
created for Evelution

ISE trade show –  
360° Retail Experience  
in cooperation with 3M



# Easire<sup>®</sup> Magnify

making details visible

## touch application with object recognition

Recognize even the smallest detail in a big picture. High-resolution images and graphics can be explored by the user in a completely new way. With Easire<sup>®</sup> Magnify and Capore<sup>®</sup> Magnify, the digital magnifier, details are made visible that cannot be seen with the naked eye.

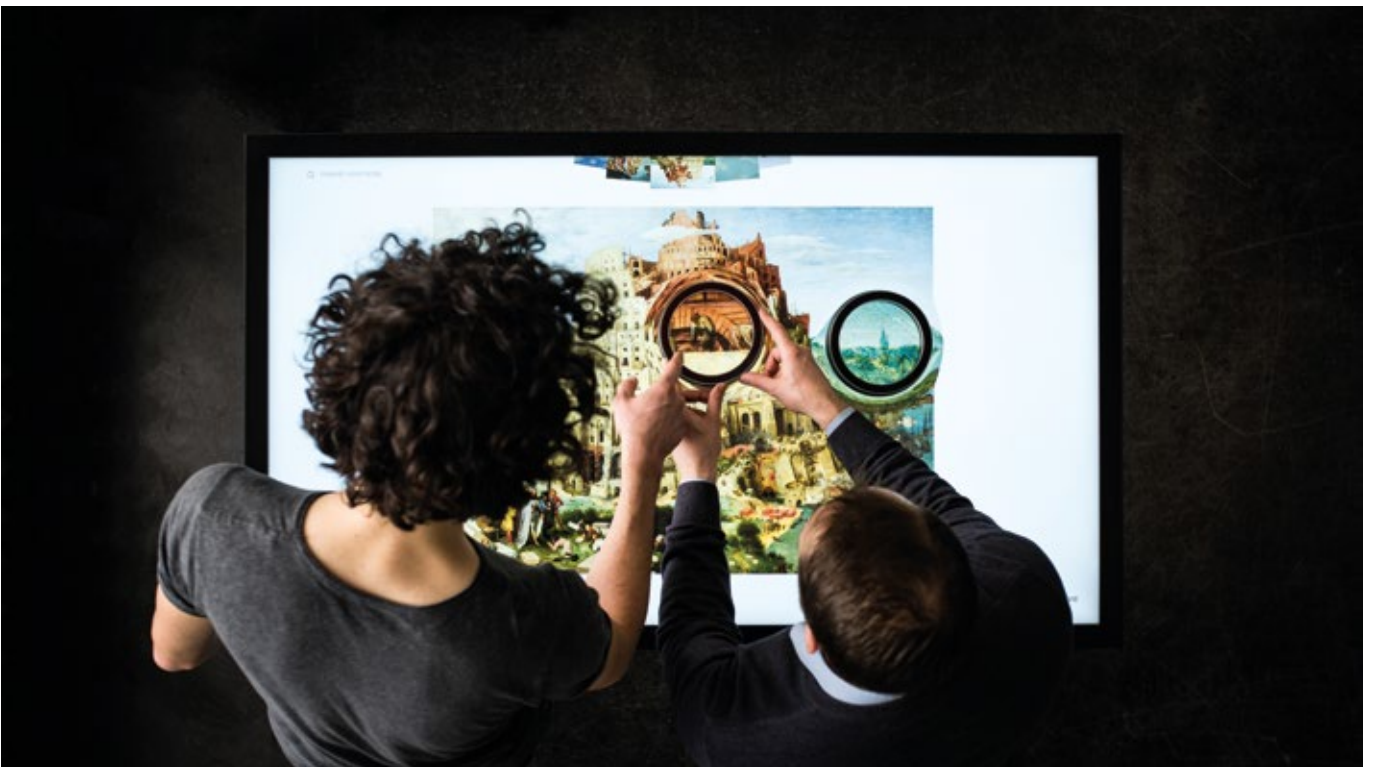


**Interactive Scape**  
in-house event





**Museum of Natural History in Berlin**  
in cooperation with Exponatec



# how it works

Our Easire® Applications are based on templates, which allows us to offer three different complete packages: Bubbles, Elements and Magnify. Our customers benefit from a reliable modular system of turnkey multi-touch applications with or without object recognition.



## **Ready for use in one hour**

The Easire® Applications Bubbles, Elements and Magnify are ready for use within an hour – without any knowledge of software development or complex integration processes.



## **Individual design**

The Easire® Applications are customizable according to design preferences.



## **Expand your application**

The Easire® Applications can also be expanded as required during operation. We offer a variety of included functions and optional extensions.

## 1. Select your application



Easire® Bubbles



Easire® Elements



Easire® Magnify

## 2. Enter your content

All Easire® Applications have an integrated Content Management System (CMS). Our customers have the possibility to insert text, images, videos, PDF files and much more via the web browser anytime and from anywhere.



Easire® Cloud CMS



Easire® Player

## 3. Activate the Easire® Player








The Easire® Player is used to start the application on the multi-touch display. All the content is automatically synchronized with the Easire® Cloud content. This ensures that the latest content is always available.

## 4. Start your application



# feature list

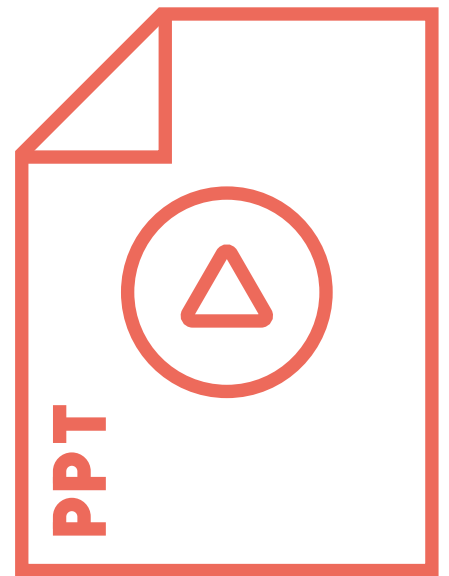
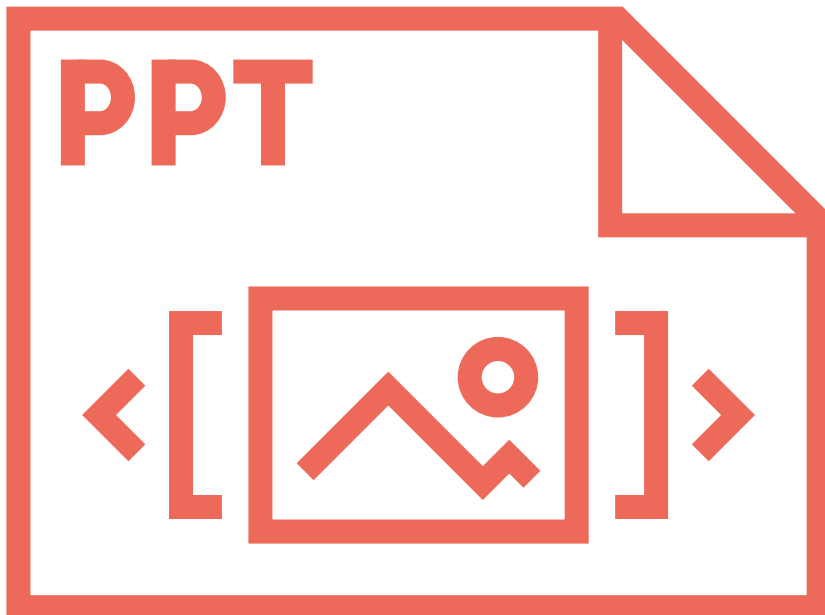
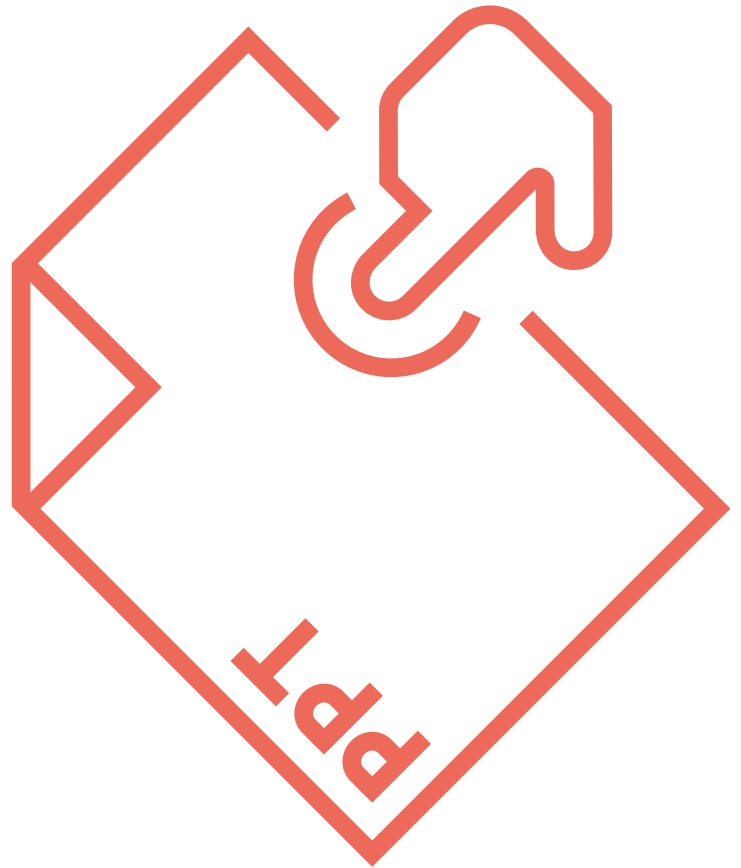
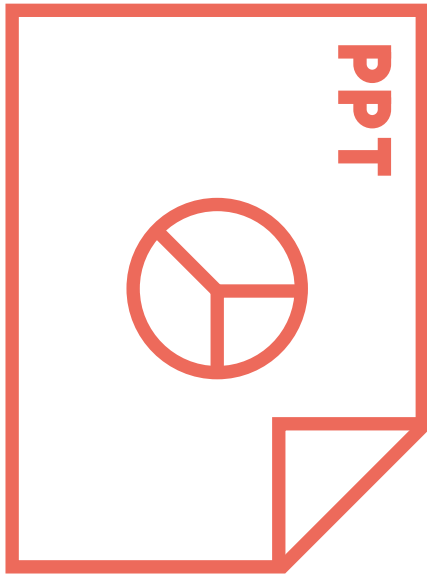
## included functions per Easire® Application:

			Easire® Bubbles	Easire® Elements	Easire® Magnify
	<b>Easire® Cloud CMS</b>	Content Management System with a data structure tailored to your personal Easire® application	✓	✓	✓
	<b>Easire® Player</b>	Easire® Applications can be easily installed, updated, and launched with the Easire® Player	✓	✓	✓
	<b>Text</b>	Various formatting options in many languages (UTF-16 support)	✓	✓	✓
	<b>Image</b>	High resolution presentation of your images	✓	✓	✓
	<b>Video</b>	Integrated video player for a intuitive interaction with multiple videos simultaneously	✓	✓	
	<b>PDF</b>	Let users explore your PDF documents with high-resolution rendering even at the largest scale	✓	✓	
	<b>Background</b>	Create interactive backgrounds with our generative triangles.	✓	✓	

## optional extensions per Easire® Application:

<b>content</b>		<b>PowerPoint Static</b>	Multiple PowerPoint presentations can be played and rotated simultaneously	✓	✓	✓
		<b>PowerPoint Dynamic</b>	Your animated PowerPoint presentation can be played and rotated at the same time	✓	✓	✓
		<b>PowerPoint Dynamic Pro</b>	<b>NEW:</b> Animated PowerPoint presentations — up to four presentations — can be played simultaneously and rotated at will	✓	✓	✓
		<b>Maps</b>	Show geo referenced locations on maps, such as subsidiaries or event locations that you can provide easily in the Easire® Cloud CMS	✓	✓	
		<b>E-Mail</b>	Simply send important information directly to your customers and generate leads	✓	✓	✓
		<b>Social Media Feeds</b>	Integrate news from social media networks	✓	✓	
		<b>Website</b>	Display your website directly within the application. Let your users input contact forms and search for your products	✓	✓	
		<b>Interactive HTML5</b>	Make your existing HTML5 content available offline	✓	✓	
		<b>Additional Language</b>	Make your content available in additional languages	✓	✓	✓
		<b>Analytics</b>	Analyze the user behavior of your Easire® Applications	✓	✓	✓
<b>features</b>		<b>Multi-Display Support</b>	Multiply the effect of your Easire® application by filling additional displays	✓	✓	✓
		<b>Multi-Channel Audio</b>	Play multiple videos with sound simultaneously and attribute the audio according to its position to the next headphone or loudspeaker	✓	✓	✓
		<b>Audio-Feedback</b>	Create sound effects for user interactions, such as opening or closing a window or switching between contents	✓	✓	✓
		<b>Pung</b>	The popular game that entertains everybody	✓	✓	
<b>games</b>		<b>Puzzle</b>	Provide playful access to your content	✓	✓	
		<b>Quiz</b>	Create a quiz to engage your customers. Simply highlight specific information and facts about your products and organization	✓	✓	

# NEW: PowerPoint Dynamic Pro



Animated PowerPoint presentations become a common digital experience: Up to four PowerPoint presentations can be played simultaneously. The presentations can be rotated, moved and shared as desired. PowerPoint presentations can be animated with videos, slideshows and much more dynamic content.

# customer-specific applications

Easire® Applications can be combined in different modules as desired. In addition to our proven Easire® Applications Bubbles, Elements and Magnify, we also adapt our applications to specific customer requirements or develop completely new individual solutions.

According to the needs of our customers, we develop tailor-made applications and, on request, are happy to accompany you from conception to implementation.



**Senate Department for  
Urban Development and  
Environment in Berlin**  
Foyer of the Senate Department



**Nespresso**  
created for the flagship store  
in Vienna



**ZEISS**  
created for Monomango



**Luxury watch application**  
created for The Butterflies Group

**Engel & Völkers Strandhaus by Richard Meier**  
created for Quantum Immobilien



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**one company – many solutions**