

Responsive Media

GestureFX™ is an engaging interactive visual communication system that has revolutionized public space entertainment and advertising. It projects dynamic multi-media content onto any surface, including floors (GroundFX®), walls (WallFX™), tables (TableFX™), screens (ScreenFX™) and even countertops and bartops (BarFX™). Using GestureTek's multi-patented video gesture control technology to create an interactive virtual world, the system continuously tracks body position, allowing for real-time interaction between the user and the display. People are engaged and entertained as they play games, interact with advertising or create their own magical special effects.

The vast GestureFX library of special effects can be customized in endless ways, using 2-D and 3-D graphics, sound and video. For example, fire and sparks may appear from the top of a volcano, bubbles may rise from the depths of a pond or a fog may clear to reveal a stunning lake scene. More than 30 special effects come pre-programmed or can be customized to support specific client designs or campaigns. Multiple presentations can be sequenced and scheduled, to provide an array of products or create variety.

GestureFX draws attention and adds excitement to displays or exhibits in any public or corporate space. It is popular in retail locations, nightclubs, tourist attractions, stadiums, waiting rooms and airports, it always draws huge crowds at trade shows and takes entertainment to new levels at location-based entertainment sites.



GroundFX

Interactive effects are projected onto the floor. Users manipulate content with their feet, hands or body. Ripples form as you step on a virtual water pond. Ice cracks beneath your feet to reveal a scattering school of fish. Balls can be 'kicked' around within the space.

Gesturetek's award-winning virtual playground at Next Generation Pediatrics in Greenwich, CT, entertains children before their appointment.



WallFX

Dynamic visual content is projected onto virtually any wall, allowing users to 'control' the ad, game or special effect with body movement. Images flip, fly or flicker with a sweep of the arm. Leaves fall to the forest floor, or one image can be wiped away to reveal another.

Epcot Center featured a long "virtual corn field" for an environmental exhibit. Visitors' movements caused the corn to rustle and provided visitors with interesting information.



TableFX

Popular in nightclubs and restaurants, TableFX is another option to provide an engaging and entertaining interactive experience for visitors. Users control visual effects, games or ads with simple hand motions over a table, counter or bar top. Anything is possible, from maps, to branded ads, to games.

TableFX and the Virtual Fishpond provide interest and entertainment at Alice Fazooli's restaurant in Toronto, Ontario.



ScreenFX

With ScreenFX, content can be provided on a free standing panel, wall-mounted display or even a retail window.

At Toronto's Hudson's Bay Store, ScreenFX was embedded into two giant outdoor windows. People control incredible images, special effects and advertising by waving their hand in front of the window.

Comprehensive patent protection exists in the U.S. and internationally. U.S. patents include 5,534,917 (Video image based control system), 7,058,204 (Multiple camera control system), 7,227,526 (3D-vision image control system), 7,379,566 (Optical flow based tilt sensor) and 7,379,563 (Tracking bimanual movements). Over 30 further patent applications are in progress. All trademarks and registered trademarks are the property of their respective owners.