



Interactive bar: insPire your customers, increase your sales

With a 24-7 Media interactive bar, you can dare to be different. Think the unthinkable. Reinvent your customer experience. With its multi-touch, interactive surface, the interactive bar will transform the way your customers engage with your company, each other and the world around them.

The interactive bar provides organisations with the interactive platform they need to help bring any surface to life - from an exhibition stand or hotel reception desk to a bar counter or retail point of sale.

How you implement the interactive bar is up to you. It can be used to promote new products. To update menus and price lists. To host interactive games. To create an ambient atmosphere.

the PossiBilities are endless.
the PossiBilities are just waiting to Be discovered.

Flexible And costeffective SALES And marketing tool

The interactive bar is a collaborative platform that can be simultaneously used by multiple users to touch or move virtual objects by hand.



As well as interacting with people through touch, the interactive bar senses the location and shape of items in contact with its surface – for example a wine glass or promotional product. The solution's display software can be adapted to respond to these objects in different ways, providing customers with a personal and compelling experience.

The interactive bar has the look and feel of a high-quality piece of furniture, which invites people to touch and explore. Customers will no longer be passive consumers of your products and services but active participants.

As customer behaviour changes, you will be able to continuously evolve the interactive bar experience



to promote relevant products and highlight new offerings – without having to invest in new publicity campaigns.

The interactive bar provides an insight into these market and customer changes by enabling you to capture valuable metrics about new product launches and marketing campaigns promoted on the solution.

As well as collecting data, the interactive bar also enables you to share digital information – for example promotional vouchers, event listings, product catalogues or contact details – with your customers via their mobile phones and computers.

By enabling your company to maximise the sales and marketing potential of everyday surfaces, an interactive bar can boost competitive advantage, revenue generation and brand loyalty.

Whether you use the interactive bar to create interactive promotions, offer advertising space to partners or decorate your venue, your customers will be intrigued, inspired and engaged like never before. It's an opportunity, a canvas, a crowd-stopper. It's your choice.

Choose to be different.
Choose to take part.
Choose interactive bar.



To find out more about the interactive bar, visit www.24-7mediatechnology.com

Reinventing the customer experience

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



