

Spinning Wheel, Got to Go 'Round

If you're at ISE, you'll find an eye-catcher in Hall 10 Stand L149: the **I2F MediaWheel** that spins when it has an audience. The spinning content, made by a film director, and the integration of the hardware (done by ourselves) is designed to attract you to our stand. The main message we want to convey: this is what you can accomplish with our I2F Media Products.

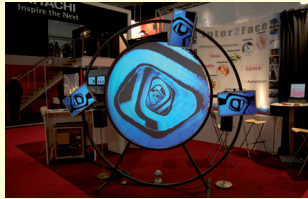
Maybe it's because we started as a show-control specialist in the early 90's, but we wanted to demonstrate our two-fold mission:

Efficient communication: We think you should send out your message only when it is relevant. We dislike random noise pollution and flat screens that become wallpaper, playing content loop after loop. We employ sensors on a large scale to display content only when and where somebody can listen and watch.

An ecological and responsible use of costly apparatus and energy: Using sensors, you can leave your displays, servers, projectors etc. in sleep mode until they need to do their job.

At Inter2Face, we develop software for 32bits Microsoft OS: **I2F Media Products**.

Our core software, **I2F MediaBrick** is a high definition



media server that handles standard formats of still or moving images and sound, including URL, live camera images, applications (Google Earth, Flash etc) and any executable provided it can run on the chosen hardware.

This package controls all kinds of peripheral devices. And that is where we distinguish ourselves from many other providers of software solutions.

We use our thorough knowledge of hardware to squeeze out of a standard motherboard all it has to offer and to control lights, sound, camera's, projectors, motors, doors... and to create interactive applications.

We use the information we take from the content to synchronize a frame or sound fragment on the one hand and an action or event (e.g., lights) on the other.

Like our **I2F Media Wheel**, it is all a matter of finding the right load balance between the hardware chosen and the desired content, as well using industrial protocols creatively and effectively. We can make a totally unmanned set-up from just one box and an affordable software licence.

Don't spin your creative wheels with more complicated, more expensive solutions, when we can spin the wheels of communication for you. Visit our stand at ISE (Hall 10 Stand L149) or contact us at the address below.

Inter2Face bvba Pelgrimstraat 9/4 B-3000 Leuven - Belgium

www.inter2face.com

Tel +32-(0)16/205543 Fax +32-(0)16/205541

