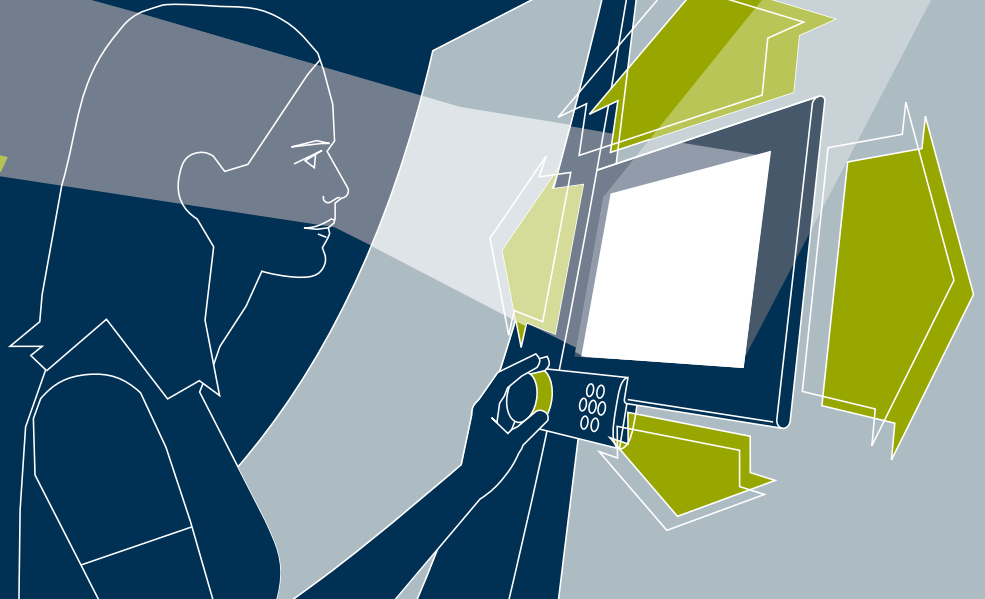


sm•over
Interactive Wall

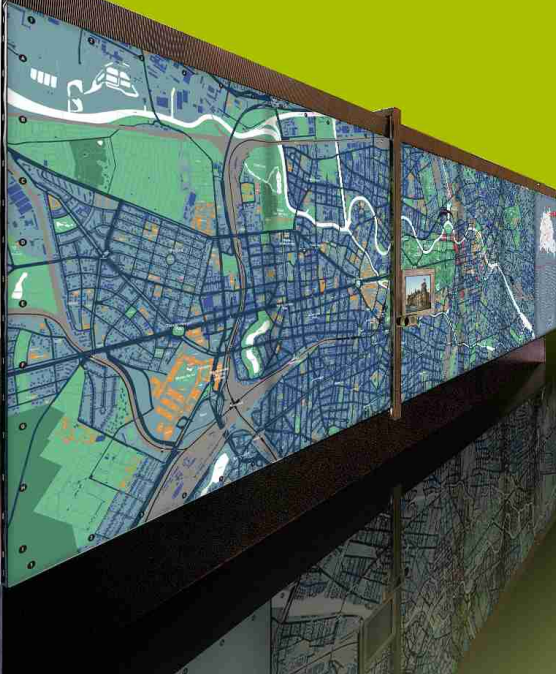


The New Architecture of Information

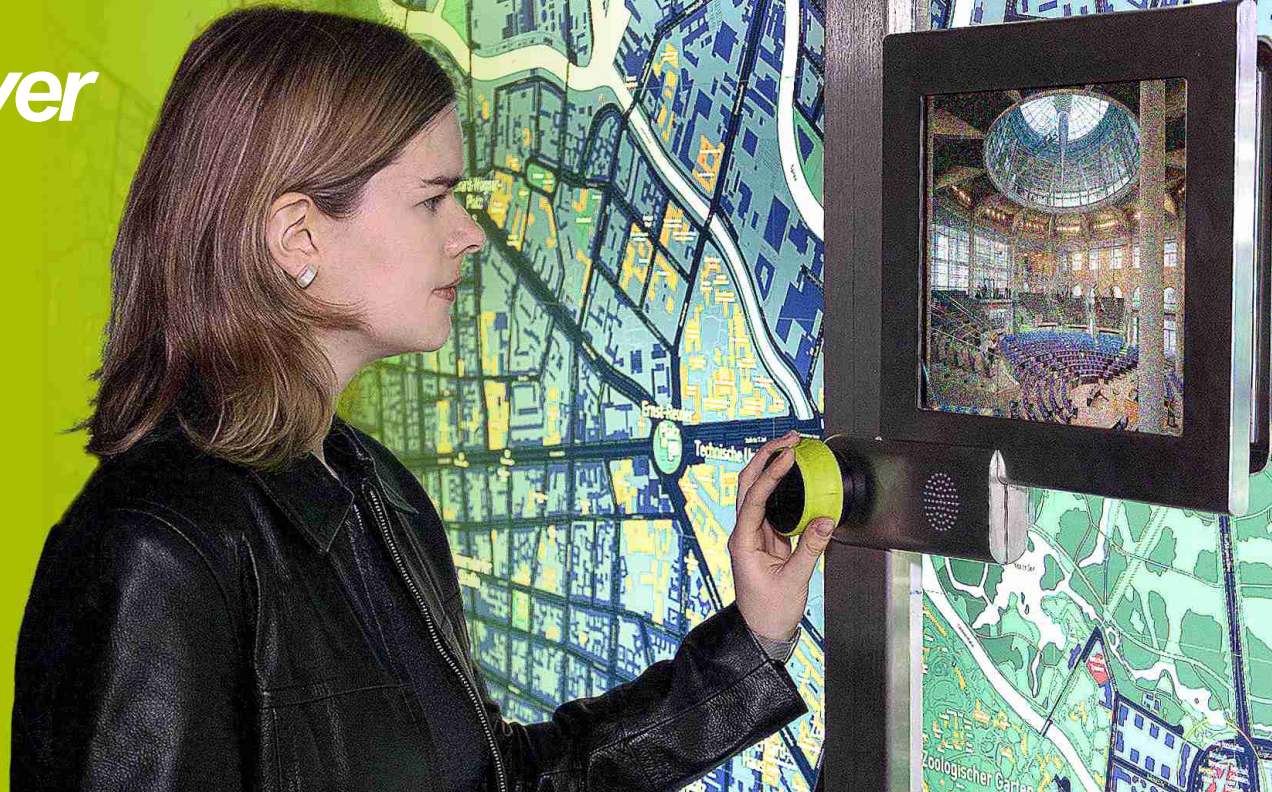
Our world today is undergoing profound change. Globalisation and the spread of new media have changed the standards of communication and design. Today's abundance and complexity of information has led to an increased demand for simplicity, comprehensibility and easier identification.

Classical forms such as exhibition posters and multimedia terminals are limited when it comes to presenting products, brands, issues or stories in an understandable, spatial and sensory-attuned manner.

The media architecture lab - Lama GmbH's development department - has found an innovative concept to meet such needs: Smoover. You can leave a lasting impression with Smoover in nearly any architectural space - a foyer, showroom, visitors' centre, trade fair hall, science centre or a museum, for example.

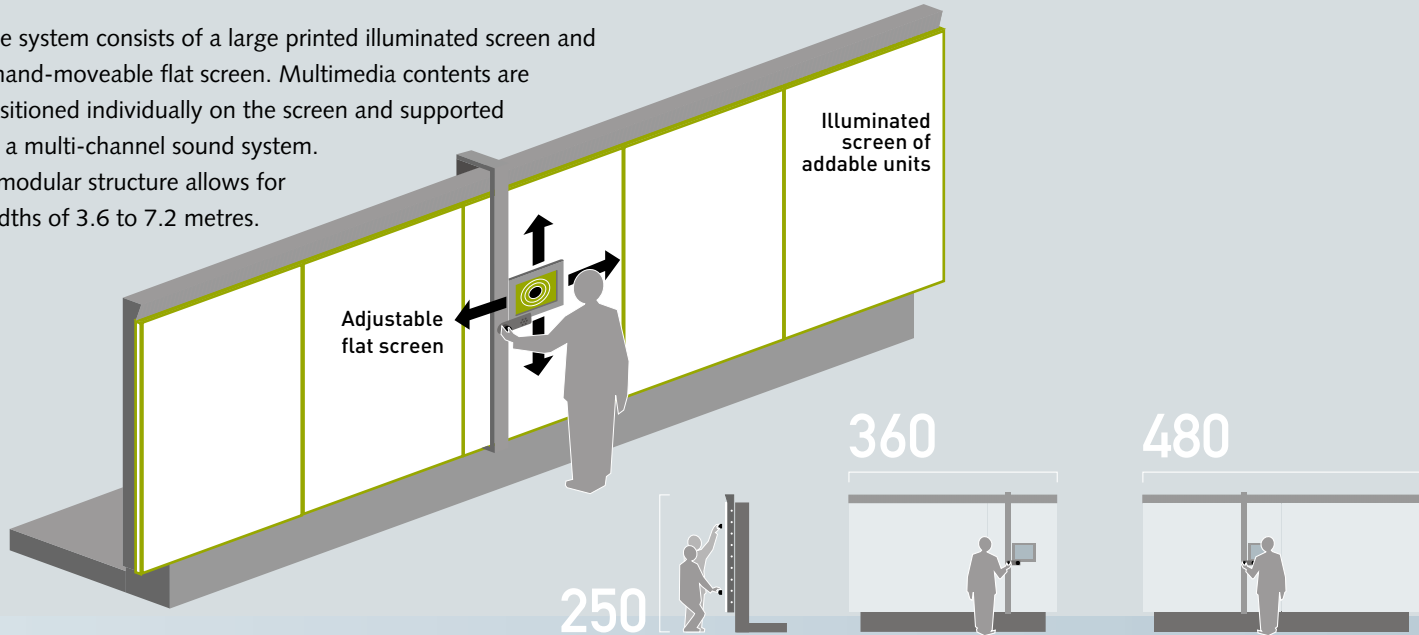


sm•over



Interactive Screen

The system consists of a large printed illuminated screen and a hand-moveable flat screen. Multimedia contents are positioned individually on the screen and supported by a multi-channel sound system. A modular structure allows for widths of 3.6 to 7.2 metres.



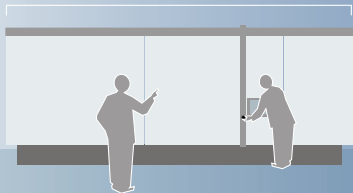
Integrated Design

The design is modelled on human ergonomics. Smoover creates high-quality, aesthetic, compact environments that can be installed in all types of architectural spaces.

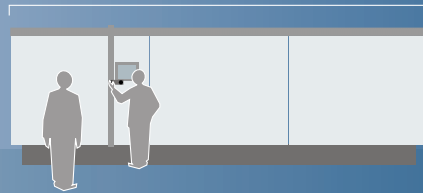
Thanks to its design, Smoover is not seen as a computer, making your message accessible to all ages.

Control handle
for navigation

600



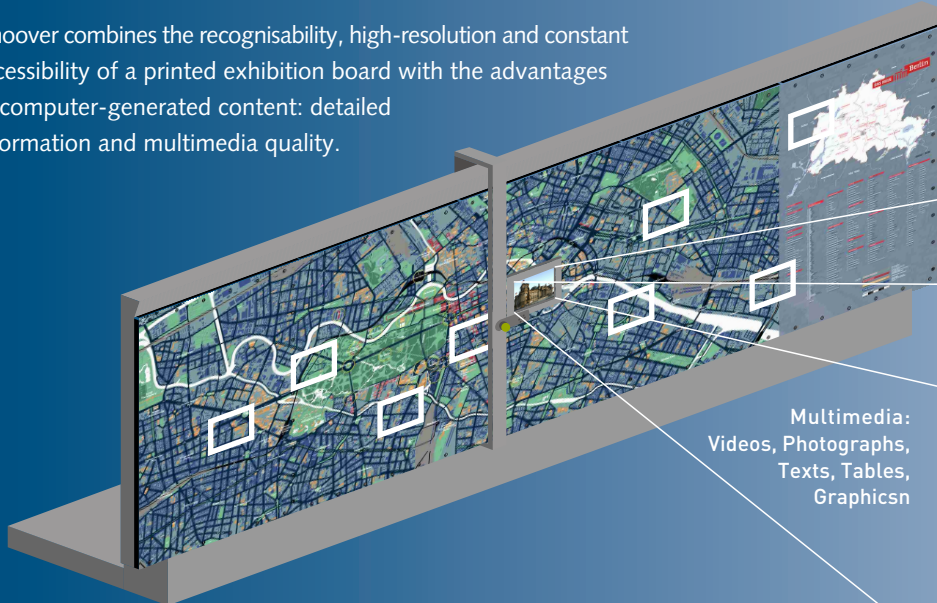
720



Print and Multimedia

Smoover combines the recognisability, high-resolution and constant accessibility of a printed exhibition board with the advantages of computer-generated content: detailed information and multimedia quality.

Print:
High-resolution backlit
large-format slides



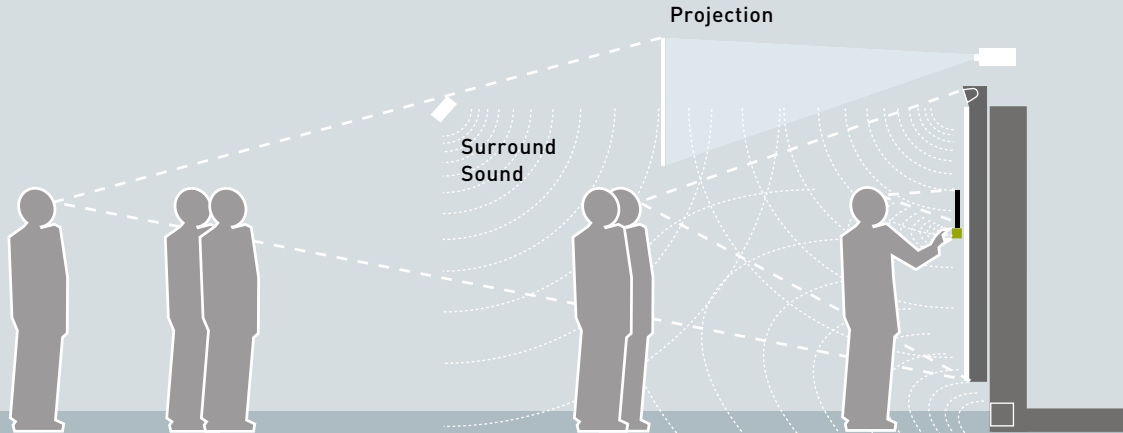
Multimedia:
Videos, Photographs,
Texts, Tables,
Graphics



Analog Total and Digital Close-up

Presented content communicates its relationship to other topics through its positioning. The transition from overview to details is smooth, fast and natural, as total analog and digital close-up merge into one complete experience.

Unique design and massive size get your message noticed – even from a distance of thirty metres in crowded spaces.



Fun to use

The physical movement of the display is intuitive and creates a high experience value, making the user part of the action. Smoover draws on a simple human need, namely, the desire to playfully explore one's environment through observation, comprehension and movement: search, aim, shoot.

Ease of use

Interacting with such emplacement of information encourages their retainment by human memory banks. With its „finger on the map“ principle, Smoover employs a mental model familiar to all users - relieving fears of not understanding technology and guaranteeing immediate successful use without any computer experience.



Berliner Rathaus



I Experience – I Understand

Smoover uses emotions: intelligent messages are aimed at the hearts and souls of an audience. Whereas the mind is burdened with the daily onslaught of information, emotions can always be appealed to.

A proven fact: multi-sensory experiences - using our hands to think and understand - are retained longer by human consciousness.

Moritzplatz

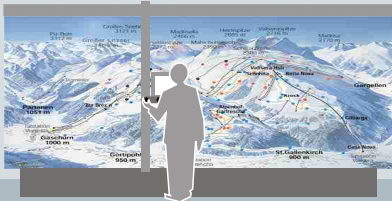
Multiple Uses

Whether for individual or small groups briefing themselves in your information centre, whether you are introducing the history and structure of your business in your foyer to customers or whether you are showing a project or product to potential clients at a trade-fair stand, Smoover can be used in any number of spatial and communication situations.

Concentration of Information

Smoover puts an unsurpassed concentration of information at your disposal in a limited space and provides the largest variety of opportunities for the audio-visual realization of informational space.

Thematic Landscape



Business



Culture



Mental Maps

The presented information landscapes provide a „mental map“, easily traversed by your customers or visitors. They can linger at interesting junctures, lose themselves in details and playfully experience something new, without losing sight of the general overview. This is how Smoover meets the increasing demand for simplifying an abundance of information and making it more understandable.

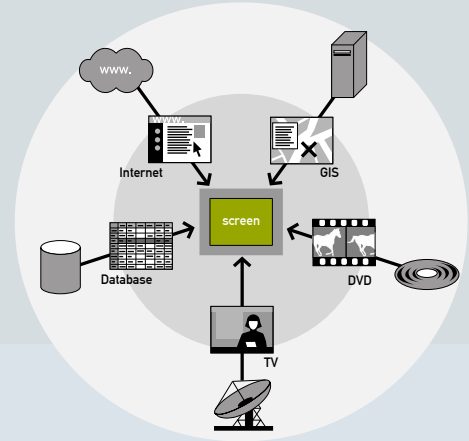
Products



Cross-medial

As digital media forms can be fed dynamically through a variety of data sources, the contents provided can easily be kept up-to-date.

Automatic access to already available content such as websites, databases, television programs, etc. allow for cost-saving synergies.





References

The New Berlin

Client Berlin Press and Information Office

Project Visualization of urban development
in politics, business and culture

Solution Smoover 7,20 x 2,50 m
with large projection and
8 channel sound system

Application Strolling through the New Berlin –
with a finger on the map

**Cover
Media** high-resolution city map with 50 hotspots
30 videos totalling 40 min. running time,
20 aerial photographs

Audio German/English language, music, atmospheres

Opening Mai 2001



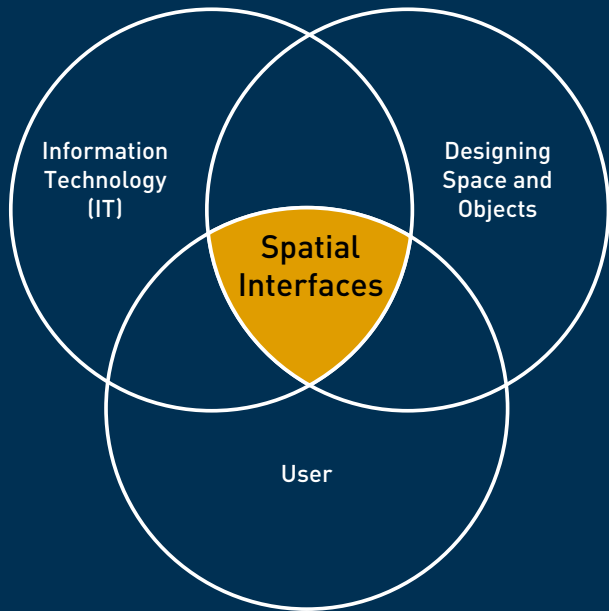
Berliner Rathaus, Foyer
Opening hours: Monday till Friday
between 10 a.m. and 6 p.m.

Medial Architecture of Encounters

Communication is the central theme of the 21st century. The acceleration of digital inter-linkage has made information and communication available in real-time worldwide. Yet the emotional-personal components of local communication successfully resist the anonymity of the digital age.

This is why we think an architecture of encounters is so important. Our specially-designed spatial interfaces create up-to-date communication spaces for a personal encounter with the people, products and character of a business.





Spatial Interfaces

Lama GmbH is redefining the interface of people, space and computers by merging the latest in information technologies with spatial, object, graphic and interaction design to provide an innovative multi-sensory information system.

beyond the desktop.



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