

## What's New?

Looking to give your event a boost? Consider incorporating one of these technologies featured at Czarnowski's What2007: Emerging Trends and Technologies in the Exhibit and Event Industries.

Technology	Application
Active Lenticular Technology ( <a href="http://www.accentuateinc.com/alt.html">www.accentuateinc.com/alt.html</a> )	Energizes standard print displays by electronically combining multiple images on a single display to create animation.
DeLighTable ( <a href="http://www.delightable.eu">www.delightable.eu</a> )	A thin tabletop filled with an opaque liquid between a light source and a plastic film that allows the user to create visual effects through touch.
Digital Frames	These frames display multiple images or video plus audio on a small, portable screen.
Double-Sided LCD TV ( <a href="http://www.samsung.com">www.samsung.com</a> )	Developed by Samsung, this LCD TV can show different visual data simultaneously on the front and backsides of one screen.
Flat-Panel Speakers ( <a href="http://www.soundadvance.com">www.soundadvance.com</a> )	The half-inch-thick Sound Advance SA2 speakers are installed inside walls, becoming invisible, but producing balanced sound throughout a room.
Fog Screen ( <a href="http://www.fogscreen.com">www.fogscreen.com</a> )	This suspended dry fog-generating device and video projector creates the effect of objects appearing out of nowhere and moving.
GroundFX ( <a href="http://www.gesturetek.com">www.gesturetek.com</a> )	GroundFX is a visual display system that allows guests to manipulate a visual or display projected on a floor.
Holographic Projection System ( <a href="http://www.eyeliner3d.com">www.eyeliner3d.com</a> )	A high-definitional hologram video projector that produces 3-D, mobile images, and is ideal for a stage presentation.
HypoSurface ( <a href="http://www.hyposurface.org">www.hyposurface.org</a> )	HypoSurface is a screen surface that physically moves like liquid to grab viewers' attention. The digital screen can link to other electronic media.
IntelliMat ( <a href="http://www.intellimat.com">www.intellimat.com</a> )	A wireless computer installed in a thin plastic floor mat equipped with LCD screens allows for interaction with customers in tight spaces.
iPod Touch ( <a href="http://www.apple.com/ipodtouch/">www.apple.com/ipodtouch/</a> )	Review photos, browse music, or surf the web using only your fingers.
iRobot ConnectR ( <a href="http://store.irobot.com">store.irobot.com</a> )	Provide a tour for event visitors using this robot, equipped with audio and visual capabilities, and controllable from a PC.

LED Floor ( <a href="http://www.bgimages.com">www.bgimages.com</a> )	Display graphics, videos, and information under the feet of visitors, all protected by a layer of Plexiglas.
Lightspace Design ( <a href="http://www.lightspacecorp.com">www.lightspacecorp.com</a> )	Uses LED pressure-sensitive tiles to create easily changeable immersive visual environments.

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Microsoft Sea Dragon ( <a href="http://www.livelabs.com/seadragon/">www.livelabs.com/seadragon/</a> )	An emerging technology that allows users to view and interact with images and information in two or three dimensions at high-speeds.
Microsoft Surface ( <a href="http://www.microsoft.com/surface/index.html">www.microsoft.com/surface/index.html</a> )	This 30-inch tabletop surface uses a camera-based vision system to enable movement of digital information with gestures and touch, and accommodates multiple users at one time.
MiSTRIP ( <a href="http://www.barco.com">www.barco.com</a> )	This LED display technology is lightweight, and can be used to create a variety of visual displays, from small installations to massive architectural designs.
Multi-Touch Screens ( <a href="http://www.perceptivepixel.com">www.perceptivepixel.com</a> )	A favorite of news anchors during coverage of the 2008 presidential primaries, multi-touch screens are now popping up at exhibits and events. These screens allow users to quickly navigate through vast amounts of information, and can accommodate multiple finger taps at the same time.
OLED Light ( <a href="http://www.ge.com">www.ge.com</a> )	This paper-thin light source made of organic compounds is ideal for surfaces like the screen of a cell phone or laptop. Described as illuminated wallpaper, it's also one of the "Greenest" new technologies, as it uses less energy than traditional LCD displays.
Philips Lumalive ( <a href="http://www.lumalive.com">www.lumalive.com</a> )	Multi-color LEDs are integrated in textiles to create fabrics for clothing and furniture that display advertising, graphics, and messaging.
Product X-Ray ( <a href="http://www.hitechrent.com">www.hitechrent.com</a> )	A video display moves back and forth in front of an enlarged visual of product to reveal important features and provide more information.
Radio-Frequency Identification (RFID) ( <a href="http://www.alliancetechnology.com">www.alliancetechnology.com</a> )	RFID technology uses radio waves to identify and track objects and people. RFID allows exhibitors to monitor and log visitor movement (via RFID transmitters in nametags), showing them which displays keep visitors interested, and which ones need a revamp.
ScentWave ( <a href="http://www.scentair.com">www.scentair.com</a> )	Using dry-air technology, this scent-delivery system with time-release and motion-sensor capabilities can fill up to 4,000 square feet with fragrance minus sprays and oils that can settle on floors and products.

<p><b>Stealth Screen</b> (<a href="http://www.elementlabs.com/STEALTH.html">www.elementlabs.com/STEALTH.html</a>)</p>	<p>This transparent and lightweight LED video display is made of modular panels that can form flat and curved shapes up to large-size installations. They are also foldable for storage and transportation.</p>
<p><b>Versa TILE</b> (<a href="http://www.elementlabs.com/VersaTILE.html">www.elementlabs.com/VersaTILE.html</a>)</p>	<p>These Tile strips with LED displays are designed for outdoor use and are perfect for dramatic visual displays.</p>

