

BRINGING THE POWER OF SURFACE® 2.0 TO YOUR BUSINESS

Designercity – the Surface® 2.0 experts

Ideal Partners. With established expertise in design, programming, UX methodology and a strong commercial understanding, Designercity are the ideal partner to bring the possibilities of Surface® 2.0 to life for your company. No one has more experience in the region. We have been involved with Surface® 2.0 since inception and are the **first official Microsoft Surface Premier Partner in Asia** – at the forefront of its introduction to leading brands and businesses.

Vast Possibilities. The Surface® 2.0 brings a new platform to your cross-channel marketing strategy, supporting existing promotions and suggesting new ones. Designercity have the expertise to create integrated solutions that encompass the full spectrum of your digital communications – incorporating traditional online, mobile, Cloud and now the Surface® 2.0. Multi-touch smart devices created entirely new and powerful marketing platforms; now the Surface® 2.0 is set to prompt another dramatic new marketing revolution.

Award-Winning Expertise. Designercity have a range of awards including Webbys, IMAs and numerous usability accolades and were recently voted Marketing Magazine's '2011 Agency of the Year – Local Hero'.





Surface® 2.0 – a new opportunity

A New User Experience Model. The new Surface 2.0 is a quantum technological leap forward. It can be applied to a huge range of everyday businesses. It brings people together to connect, learn and decide. It enables experiences that change the way people collaborate. And, with PixelSense™, it sees and responds to touch and real world objects. Whatever your business, you now have the power to change the way people interact with information, your brand – and each other. The possibilities are infinite and the only limit is your imagination.

Make content more engaging. Give customers immersive and collaborative ways to engage with photos, videos, documents, maps and custom applications.

Plan and simulate. Bring to life real-time modeling and calculations – perfect for finance, healthcare and other consultative environments.

Make learning more fun. Breathe new life into education with rich visualisations that encourage teamwork and enhance learning.

Transform shopping. Make shopping more engaging by connecting customers with options, recommendations, product & service comparisons and personalised service.

Games and information. Have some fun by putting Surface® 2.0 in restaurants and bars – and use it as an information hub, too.

Communicate and connect. Give people a handy new way to source information, like maps and tourist information in a hotel lobby. Or use it to help them exchange personal information so they can connect with each other not just around the table but around the online world – even via social media.



The Surface 2.0 can recognise any objects



Proprietary Technology

Mobile Connectivity

Designercity's unique cross-platform technology enables connectivity from multi-touch platforms such as Surface and the forthcoming Windows 8 to iOS, Android and Windows Phone plus Cloud, Wireless and Bluetooth – adding a new interactive dimension to your phone or tablet. Mobile linkage allows you to take away maps, photos, reviews or other relevant documents just by dragging them onto the phone icon.



Unique Functionalities



Object & Gesture Recognition

A key feature of the Surface 2.0 is object recognition. It recognises devices placed on the surface along with their digital content and can also detect multiple objects to trigger different types of digital responses. And, of course, it supports hand and finger gestures to interact with multimedia contents.



Multi-Touch

The multi-touch capabilities enable groups of consumers to interact with multi-media content, play games, create special effects and even manipulate art and photographs in a unique, compelling way - with more than 50 discrete points of contact.



Multi-User

Surface 2.0, with its multi-touch sensing capabilities, pushes the boundaries of user interaction and creates a new world of social and multiuser applications. It encourages collaboration that completely changes the way we communicate with one another.

Real Business Solutions

Hospitality



The Surface 2.0 is a natural fit with the hospitality industry. As guests check in, they can compare rooms, facilities and views, making it easy for staff to upsell more exclusive options. It can also be used as an eConcierge, letting guests plan their holiday, sightseeing, dining, entertainment and days out either by themselves in their rooms or with the assistance of staff in the lobby.

Food & Beverages



Surface 2.0 can add a new interactive dimension to drinks with friends. Byte tags on the base of bottles can prompt further information about the drinks – or special promotions. Tables can be networked, allowing you to chat and communicate with other tables – a great way to make new friends.

Retail



Stop shoppers in their tracks with a powerful interactive visual display. For shoppers, see product demonstrations and gain instant price comparisons. Experience simulations of new cosmetics ideas and, with camera linkage, try them out virtually. Download eCoupons and other shop information to your mobile. And for retailers, use it as a dashboard to visibly manage inventory and make quicker decisions.

Finance



Financial projections come to life on the Surface 2.0. See how your money is doing, how it could be doing better, factor in your outgoing payments and work out where you stand to purchase new insurance products or investments. People understand money better when they see how it really works – at last, they can.

Conferences & Meetings



Use Surface 2.0 to teleconference, share documents and annotate or edit them in real time and brainstorm ideas with interactive ideas pads. You can also deploy it to control your presentation equipment. And, via your network, you can interact with other colleagues remotely on the other side of the world.

Events & Large Facilities



Eye catching and intuitive, Surface 2.0 naturally gathers attention wherever it is deployed – making it a great choice for events and exhibitions. It takes wayfinding to a new level of interactivity. And immediately engages customers with your product or service.



Key Features

Samsung SUR40 for Microsoft Surface 2.0

Tag Identification. Byte tags and QR codes are becoming increasingly widespread in retail packaging and financial product literature. It can be pre-programmed to recognise these and perform a set of actions, for example retrieve product details or commence a financial simulation.

Connectivity. Installed with four USB ports, you can expand capabilities and increase versatility. The ports allow you to connect any USB capable peripheral, such as bar code scanners, video cameras, laptops and printers to create an even more powerful business solution. And, of course, it can be wired into your network – or even the Cloud – for global linkage.

Richer visual experiences. Rich color saturation from a full HD display and a larger screen, it offers a visual experience that draws people in. With an AMD Radeon™ HD 6570M desktop graphics card, the unit is powerful enough to support rich graphics and keep everyone engaged.

Vision-based touch experience. With PixelSense™ technology, it sees and responds to touch and real world objects. Highly responsive and with a high-resolution display, the technology can recognise objects placed on its surface by essentially transforming each pixel into a camera.

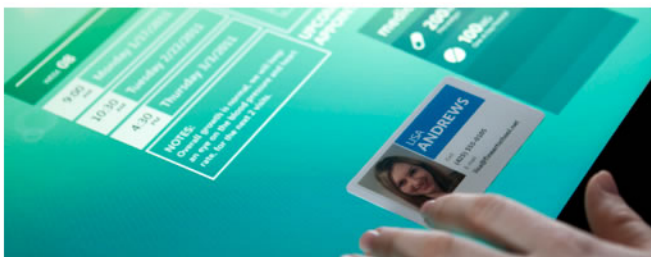
Powerful sound. With four built-in 5W speakers, it not only looks great – it sounds great – to deliver a fully immersive user experience.

Wall-Mountable. Just 4 inches thin, it can be wall-mounted to suit all business applications.

Tough enough for the real world. Robust, waterproof and infinitely functional, you will find it an invaluable and reliable business tool.

Touch-enabled from start to finish. With an integral virtual keyboard and gesture recognition, everything is at your fingertips – quite literally.

Easy controls. Venue staff can adjust basic settings like volume, brightness and input source.



Contact

Designercity are happy to work with you as partners to create new solutions tailored to your customer base. To find out how we could apply Surface 2.0 technology within your marketing strategy.

Contact us on:

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Client List

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|------------------------------|-------------------------|
| Airport Authority Hong Kong | K11 Concepts |
| Belle | KFC |
| BrandHK | Liverpool FC |
| CLP Group | Nuance-Watson |
| Dairy Farm | Pernod Ricard |
| FA Premier League | Red MR |
| Henderson Land | Sino Group |
| Hilton Hotels | SmarTone |
| HKTDC | Sun Hung Kai Properties |
| Hong Kong Jockey Club | Swire Hotels |
| Hong Kong Monetary Authority | Swire Properties |
| Hong Kong Tourism Board | TSL |
| ifc Mall | and many others |

