

INTERACTIVE TOUCH SCREENS



BENEFITS

- Drives booth traffic
- Easy to install and use
- Provides unique entertainment
- Encourages engagement and dialogue
- Allows for easy lead collection
- Promotes social sharing
- Completely customizable



What It Is: A touchscreen is a display device that allows the user to interact with a computer by touching areas on the screen.

How It Works: The computer is preloaded with information that meets a specific objective: engaging users in a game, gathering data, or even promoting social sharing. The display is completely customizable based on desired messaging and objectives.

Application in a Trade Show setting: Content is king, and using a touch screen to deliver your message at a tradeshow makes for a dynamic experience. Touch screens can be integrated directly into the design of a tradeshow booth, making it an element of the overall messaging. This device will attract visitors to the space, entertain them for an extended period, educate them on a specific message, and ultimately lead



Contact ECI to learn more about incorporating this technology into your next trade show booth.
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