



**NUITEQ® and SupremeTouch provide
touchscreen entertainment to Russian cafés**

A CASE STUDY BY
NUITEQ®

SUMMARY

In Russia, each Anderson café has areas where kids can play while their parents enjoy their coffee or lunch. The Anderson cafés were not differentiating themselves in comparison to other cafés in town. Children were using pens, paper and other traditional toys that were not entertaining enough.

SupremeTouch saw this as an opportunity to introduce a new technology and installed cost efficient multi-user touch tables with Snowflake Entertainment. The touch tables were able to successfully entertain children for a longer period of time and even allow them to collaborate and play together. The touch tables became the differentiating element in the Anderson cafés.



OPPORTUNITY

SupremeTouch saw an opportunity and they had the idea to add several interactive displays in the kids' corners so that children could play together and allow Anderson café to include a future proof and unique element to its offerings.

SupremeTouch presented the idea and showed the touchscreen tables with the software to the Anderson café manager who agreed that it would be a great addition to the children areas of their cafés.



SOLUTION

SupremeTouch installed cost-efficient interactive tables for kids that fit any café or shop. The touchscreen tables are running the Snowflake Entertainment software which comes with over 30 turnkey apps.

In addition, SupremeTouch also customized the software as requested by the Andersons café manager.

"The customization of Snowflake is easy and time efficient."

**commented Nick Yudin,
CEO at SupremeTouch.**



RESULTS AND FUTURE PLANS

In Anderson café, the solution just works. That's the best thing it can do. No maintenance, no problems, etc. Kids have been playing with the solution every day for the last three years." says Nick Yudin.

NUITEQ® and SupremeTouch have been collaborating for a significant number of years.

"We are delighted with our partnership with SupremeTouch, as we collaborate on exciting projects regularly with solutions in different areas from corporate meeting rooms to interactive kids corners in public spaces. We are excited to see our combined technological solution be so successful and being used every day for a longer period of time. It is a testament to the quality and stability of our products."

**adds Harry van der Veen,
CEO at NUITEQ®.**

ABOUT SUPREMETOUCH

SupremeTouch is a Russian hardware and software manufacturer that produces high-end interactive multi-touch solutions and kinetic installations since 2007.

For over 8 years, their products, combined with Snowflake, have been successfully installed in banks, retail centers, and offices in Russia.

For more information please visit: www.supremetouch.ru.



ABOUT NUITEQ®

NUITEQ® is a world leader in collaborative touchscreen software that enable natural interaction. The company is re-imagining and redefining entertainment, education & meeting room technology. Its software suite of collaborative games, Snowflake Entertainment, helps to attract audiences, engage with them and leave memorable impressions.

The Snowflake software is used in over 70 countries. NUITEQ's vision is to empower people to socially engage with each other, through the use of technology.

For more information, visit www.nuiteq.com.

MEDIA ENQUIRIES

Contact: Alina Chioran,
Marketing Officer at NUITEQ®
+46 73 087 7099

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