



# **NUITEQ® and SupremeTouch bring a touch of entertainment to Russian banks**

A CASE STUDY BY

**NUITEQ®**

## SUMMARY

Sberbank, one of Russia's most avant-garde banks, was looking to modernize its kids corners using the highest quality furniture, display technology and custom software available.

They approached NUI TEQ's partner SupremeTouch, the first Russian company able to create and deliver complete multi-touch solutions for the local market, in order to install touchscreens that run customizable software in their children entertainment areas.



## CHALLENGE

Sberbank had children entertainment corners and wanted to create something unique in order to attract children and keep them occupied while their parents deal with managers.

Ordinary paper and pencils didn't work very well, as within a five minutes timeframe the children would return bored to their parents.

Sberbank wanted an interactive multi-touch solution that could entertain customers children for a longer period than traditional Coloring books and crayons ensuring enough time for customers and staff to have their meetings.



## SOLUTION

The key element in adopting a solution was for it to be highly customizable. SupremeTouch provided hi-tech video walls and Corian touchscreen tables that were installed in Sberbank's kids corners. The video walls, as well as the touchscreen tables ran the Snowflake Entertainment software.

The multi-touch software provided by NUITEQ® was the best choice as the Snowflake software allows for deep integration and customization.

SupremeTouch was able to develop new applications with new functions inside Snowflake. The off the shelf Snowflake apps were also added to the solution that was installed on the walls and touch tables.



**"The Snowflake software allowed SupremeTouch to develop a very nice and scalable product."**

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

## RESULTS AND FUTURE PLANS

There were a total of ten Sberbank children entertainment corners that adopted the video walls and touchscreen tables. Several banks used the standard Snowflake Entertainment apps and others were customized as per request.

SupremeTouch's CEO comments: *"Our clients receive a custom fit and a stable solution within a short time frame. It is also more affordable to customize the Snowflake software in comparison to other softwares that can be more time consuming when personalized."*

He concludes: *"We like how easy, customizable and reliable Snowflake is."*

**"The interactive display solutions that SupremeTouch installed at the different banks look gorgeous. It is a beautiful thing when technology gets embedded with an amazing looking premium product like Corian. Our multi-user touch screen software Snowflake Entertainment is popular in interactive kids corners, so we are very excited about the value that it offers to our partner, the bank, as well as the end users."**

**says 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](http://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](http://www.nuiteq.com).

### MEDIA ENQUIRIES

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