

**We'll breathe life
into your exhibition!**



bluelemon®



FEEL SPORTY

Interactive displays for exhibitions

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blueemon Interactive develops and realises interactive modules for trade shows and exhibitions, brand environments and science centres – ranging from basic media stations to complex computer-based exhibits to fully medialised, interconnected exhibition concepts.

All displays are individually designed to match your design. This applies also to the ‘starter models’ shown on this page: media stations that you can rely on – always – with which you can provide video and audio documents, with an attractive, graphically designed drop-down menu and additional explanations on the documents.

The **media stations at Frankfurt’s Historische Museum are, for example**, equipped with touch screens and PCs or mechanical selection keys and maintenance-free media players. You can even update the contents yourself if you wish.



Historisches Museum Frankfurt
Agency: exposition



Beispiel Screen

Shift screens

The shift screen, one of our developments, has since become a classic. In order to navigate, simply shift the **screen over the background graphics, to an object or in front of a showcase**. Information on the topic selected is automatically provided at the programmed key points, either as video or text, or as animated graphics, **even with sound**: the entire multimedia range can be utilised.

Contents can even be provided with more detail, e.g. via a touchscreen menu. **Even the shifting route is dynamically designed and provides initial information**. As shown by the 'Max-Planck' example, the bi-axial mode of construction offers further interesting opportunities. The monitor becomes the x-ray screen with which one can investigate the theme on the background graphics.

The shift screen is not an exhibit in its own right but a media-based interactive principle that can be applied virtually anywhere. **The mono-axial horizontal mode of construction is, for example, ideally suited for the presentation of biographies**, whereas the bi-axial version is suited for large-scale objects or geographic topics, e.g. the provision of information on a map.

Max Planck Institut für Mathematik
Agency: Multitask

Stadtmuseum Nürtingen

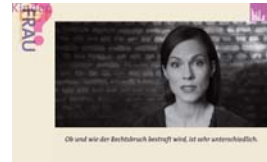


Haptic: Media book and sensor table

The **media book** is not a virtual but a 'real' book. By leafing through the book, visitors trigger the media linked to the printed page: the original soundtrack to accompany the image, the music track that matches the page of music, the video that accompanies the text...

The **sensor table** is a large projection surface visitors can literally 'dive' into and surf a subject via the graphic interface. The simplest solution allows for the simultaneous use of the same software by two visitors as well as **their dialogue with one another. Thus, even games or competitive applications are possible.**

Numerous technologies are also available for multi-touch applications involving a greater number of simultaneous users. Depending on requirements, these involve the use of beamer(s) or LCD screens and different detector variants if **additional object recognition is required.**



BMAS touring exhibition
Agency: Hansen Kommunikation

Sensor table, duo-touch with projection



Interactive applications for science centres

We also count **science centres** among our clients. In cooperation with the exhibit producer ExpoTec, for example, we designed, produced and programmed more than thirty applications for the Odysseum in Cologne – from easy-to-operate touch applications to complex simulations, from real video productions to 2D character animations and through to 3D realtime applications.

Among other exhibits, we **realised** a virtual volley ball game for **Experimenta in Heilbronn**, in which two players play against each other using cameras and screens, via motion detection.

Odysseum Cologne

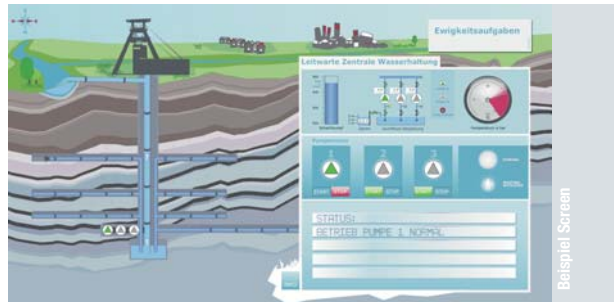


Multimedia-based space installation

On behalf of the **Deutsche Bergbau-Museum** in Bochum and in close cooperation with the exhibition designers of the museum and RAG AG, bluelemon developed and realised an interactive multimedia-based installation with a number of individual terminals and a large-scale HD projection on the topic of 'Ewigkeitslasten des Steinkohlenbergbaus' (Eternity burdens of coal mining).

The need to render the difficult and complex topic accessible to a host of different target groups was achieved through the attractive design and a wide range of information. The installation, which can be broken down to different levels, not only provides visitors new to the topic with opportunities to comprehend it but also allows visitors with prior information to consolidate their knowledge.

The exhibition is completed by an attractive architectural model of select landscape-defining highlights of shaft tower architecture, as well as an individual sound and scent concept.



Individual interfaces

For the **IWC Museum** in the Swiss city of **Schaffhausen** we developed a scroll wheel as interface – in line with the topic and the design – with which visitors can navigate through the application that is offered in eight different languages. Several depths of information answer all questions visitors – even watch experts – may have regarding the exhibits. The interactive media stations are located directly next to the showcases so that the exhibits take centre stage. The entire comprehensive software can be checked and updated via the internet.

In 2010, the World Cup year, we realised a virtual penalty shoot-out for the car manufacturer SEAT – to be used for their trade show presence. Here the interface is a Tipp-Kick player (Tipp-Kick is a table football game similar to Subbuteo) that is handled as usual, i.e. determines the direction, time and force of the kick. Everything else is generated by the computer in 3D graphics and shown via 2 screens.

Of course we also work with **existing interface techniques, such as different gesture detection systems. We are happy to develop** an individual, intuitively operated thematic interface only for you – on request.

IWC Museum



SEAT Automobile
Agency: Vokdams

We consider ourselves a partner of exhibition organisers and designers, covering the entire range of media-based presentations. The interface is defined by the client. You can contribute as much as you can and wish to. We will take care of everything else – from the concept to hardware and interface design, media technology, construction and building, screen design and graphics, and of course the programming of the software.

Our **range of services** also includes the entire spectrum of media and post-production: photos, videos and sounds, 2D/3D visualisations, realtime simulations, animations as well as media and exhibit control.

We look forward to each new challenge! Put us to the test.

Your contact: Roland Syndicus



bluelemon®

**bluelemon
Interactive GmbH**

Dreikönigenstraße 10
50678 Cologne
fon: +49 221.474 180.0
fax: +49 221.474 180.8

**www.bluelemon.de
info@bluelemon.de**