

NOKIA CONNECTS WITH QUESTEK

Nokia commissioned QUESTEK to visualize knowledge for it's consumers at six of its high-traffic stores countrywide. Starting with the Westville (Durban) and Vodaworld (Midrand) outlets, QUESTEK created a unique interactive touch-screen experience for consumers.

Nokia owners are able to download ring tones and logos, check statements, browse the World Wide Web and access Nokia product information directly with easy instore touch screen technology.

'Nokia understands that to connect people, is also needs to connect with it's people,' says George van Gils, general manager of Questek Advanced Technologies. 'The massive, eye-catching, bold digital video cube wall allows customers to access a wealth of information via touch screen technology. The blue-tooth and infra-red capabilities lead the way for customers to experience technology like never before.'

Content for the interactivity is developed by NOKIA's Johannesburg head office and is then relayed to the stores via ADSL/ISDN and is played out to the video wall in an automated schedule.'

QUESTEK has installed four Hantarex LCD high brightness, long life, rear-projection cubes featuring unique interactive touch screen display software in each outlet. The effect is a 2.5m wide by 1.9m high display wall. The RP61"ES LCD is a rear-projection display module ideally suited for digital videowalls. The module, stackable in multiple configurations, is ideal for command and control applications, data display and entertainment environments. The embedded cutting-edge technology and innovative mechanical design offer the user the facilities to satisfy the demand for high contrast, best image quality, easy operation, reliability and fast access serviceability.

Today's virtual information society has created a huge demand for innovative, powerful display media. Branding & advertising bill boards, shopping complexes, exhibitions, point-of-sale displays, sports arenas, concerts, corporate shows, casinos and bars can now deliver powerful advertising messages that are limited only by your imagination. Questek's extensive range of world-class display technologies including LED displays, video walls, holographic and front and rear projections render messages with unprecedented impact.

