

ATRA BOX

Interactive Advertising



Bringing Memorable Interactive Experiences to the Cinema Lobby

Atra Box is a unique interactive screen developed specifically for digital signage applications in the cinema space. Using motion-activated and multitouch technology, it offers exhibitors, film studios, and advertisers an innovative new channel for engaging moviegoers.

INSTANT EYE-CATCHER

Bigger truly is better when it comes to making an impression. With its modern design and imposing size, the Atra Box is hard to ignore. Its large-format projection screen also offers more flexibility in terms of content compared with traditional digital totems.



LONGER AUDIENCE ENGAGEMENT

Interactive content transforms audiences from bystanders to active players, significantly increasing the viewing time and emotional connection with a given brand. Our visually stunning apps enable clients to adapt existing marketing materials into interactive campaigns that can be linked with mobile apps, social media and online content.

INTUITIVE – SUPPORTS MULTIPLE USERS

The screen reacts naturally to the audience's presence, movements, and touch. The interaction is triggered as soon as users are detected by the camera or touch sensor. The box's sturdy construction and accessible low screen are particularly well-suited for kids.

RELIABLE HIGH-END ADVERTISING TOOL

All the devices used in the construction of the Atra Box are professional equipment which ensure smooth and reliable operation. Robust software components offer additional peace of mind by monitoring the system at all times.



PRODUCT DESCRIPTION

- 3m wide x 2,5m high x 1m deep steel and aluminium box
- Available in a variety of colors with a matt or glossy coating
- Front or back projection setup (depth may vary)
- Projection screen
- Safety glass
- Built-in speakers
- High-performance projector
- Touch and gesture interaction through infrared and/or laser technology

EASY REMOTE MANAGEMENT AND MONITORING

The Atra Box can be entirely operated and monitored remotely via an Internet connection, including content updates and campaign scheduling. We also offer full-service packages.



INTERACTIVE APPS

Choose from over 30 stunning apps or request a tailored solution. We offer camera-generated effects – which use the audience's presence and movements to interact with the display – as well multi-touch effects which require physical contact with the surface of the screen.

- Water
- Fire
- Smoke
- Ice
- Wipe
- Appear
- Steamed Glass
- Screen Tiles
- Sparkle
- Confetti
- Fireworks
- Snowflakes
- Collision
- Butterflies
- Balloons and more

