

Interactive Advertising



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

Bringing Memorable Interactive Experiences to the Cinema Lobby

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



increasing the viewing time and emotional

LONGER AUDIENCE ENGAGEMENT

Interactive content transforms audiences from bystanders to active players, significantly

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.

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.

of mind by monitoring the system at all times.

INTUITIVE – SUPPORTS MULTIPLE USERS

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

The screen reacts naturally to the audience's presence, movements, and touch.



EASY REMOTE MANAGEMENT AND MONITORING The Atra Box can be entirely operated and monitored remotely via an Internet

REAL-TIME

MONITORING

._High-performance projector

_Projection screen . Safety glass _Built-in speakers

connection, including content updates and campaign scheduling. We also offer full-service packages.

MALEFICENT

DIE DUNKLE FEE

._Available in a variety of colors with a matt or glossy coating

. Touch and gesture interaction through infrared and/or laser technology

SCREEN VIEW

CAMERA VIEW

._Front or back projection setup (depth may vary)



physical contact with the surface of the screen.

._Water

._Smoke

._Fire

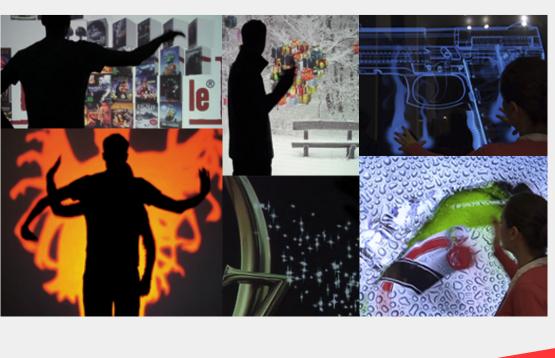
._lce

._Wipe

._Appear

_Steamed Glass





_Sparkle

._Confetti

_Fireworks

. Collision

. Balloons

._Butterflies

and more

._Snowflakes