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MONTREAL DIGITAL SIGN REDEFINES 'WINDOW SHOPPING'



A new touch-sensitive digital sign—reportedly the first of its kind to be used in Canada—is enabling pedestrians to interact with a window display at clothing retailer Garage's flagship store in Montreal.

The store, which sells primarily to teenage girls, is promoting a back-to-school campaign. Passersby can interact with the window display at any time, even when the store is closed.

The display uses an image projected on a window, along with touch-based technology that works through the glass. In this way, the exterior surface of the existing window becomes an interactive screen. This technology can allow customers to access product information and enter contests and surveys.

Interactive window displays have been gaining popularity recently in Europe and the U.S. Several major rollouts are expected throughout North America this year.

More information about interactive digital signage will appear in the August 2007 issue of *Sign Media Canada*.

CALENDAR OF EVENTS

July 2007

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Upcoming Events for July 2007

July 23-24, 2007
LEDs and OLEDs in Displays and Lighting
 IntertechPira Events
 Hilton Hotel, Cologne, Germany
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July 23-27, 2007
Graphics Four-Colour Process: Controlling the Variables

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