

TOUCHING THE FUTURE



SCOTT ROBERT COLLINS THE GAZETTE

INFORMATION ON THE WALL Jessica Horn tries out an interactive display at Garage, a downtown clothing store on Ste. Catherine St. The touch-sensitive screen lets users browse clothing lines and take part in discussion groups. When not in use, the screen displays promotional videos and photos. The technology was developed by Montreal's iGotcha Media, a provider of digital signage for retail clients.