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### NEWS BRIEFS

## iGotcha launches interactive Garage window

by Jesse Kohl

Montreal-based iGotcha Media has launched an interactive window display for the fashion-savvy flagship Garage store at the corner of Peel and Ste-Catherine streets.

The 60-inch interactive touch screen interface allows window shoppers to access detailed product info, log on to [Garage.ca](#) or contribute to message boards. When nobody is interacting with the window, it displays promotional videos and fashion photos.

Anna Martini, president of Garage parentco Groupe Dynamite, says the retailer's target demo - teens and young women - is "incredibly active online" and will respond well to the innovative new tech. iGotcha Media president Greg Adelstein says the screen content can be managed remotely in real time.

[iGotchaMedia.com](#)

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