

TANGIBLE INTERACTION LAUNCHES THE SOCIAL MEDIA PORTAL

VANCOUVER—June 24, 2010—Tangible Interaction launches The Social Media Portal, a sleekly designed touch-screen kiosk that helps unlock the virtual potential of real world events. Where people socialize, congregate or gather in the real world, the Social Media Portal acts as gateway to the virtual world. It generates site-specific content — such as photos and accompanying messages — and uploads it instantaneously to existing social networks, custom web sites, or unique graphic creations.

Many campaigns begin online and climax with a real world event. The Social Media Portal makes it easy to creatively and conveniently take the excitement and spirit of the event back online. It's the missing link in a campaign cycle that transforms brand experience from online to offline back to online.

The Social Media Portal extends the life and dimensions of a campaign at an event or for extended periods. Clients can install it at a dedicated site or house it in-store. They can use it to entertain and dazzle, inspire meaningful feedback from valued customers — or both.

FEATURES

Currently the Social Media Portal takes high quality photos and instantly posts them with messages to a personal or branded account on Twitter, Facebook or Flickr. People can also email photos and text. The elegant design and intuitive interface make for a fun experience.

Future versions will feature audio recording, custom photo overlays, face recognition (for dynamically positioning graphics on a portrait), on-site printing, green screen (for dynamically changing backgrounds), augmented reality, ability to tag content with text, vote, rank, and so on. Tangible Interaction can customize the Social Media Portal to realize inventive branding experiences for its clients.

Social Media Portals will be installed at the inaugural The Creators Project event on June 26th in New York city, a Vice Magazine and Intel joint initiative.

View pictures and video: http://www.tangibleinteraction.com/gallery/social_media_portal

TANGIBLE INTERACTION

One of the first of its kind worldwide, Tangible Interaction Design creates full-on sensory experiences people can interact with in the everyday physical world. Tangible's clients include the 2010 Vancouver Olympics, Coldplay, Green Day, Converse, Heineken, The Blue Man Group and Vice Magazine/Intel among others.

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