

A World Première: In-Store “Surface Computing” Generates New Sales!

Photo Service, the major in-store photo print chain, has successfully experimented a Surface Computing application designed by IntuiLab to create photo albums in-store and starts to deploy this solution within its chain stores. This new step is strengthening IntuiLab’s leadership in Surface Computing and demonstrates the return on investment for such kind of applications.

Labège, August 6th, 2009. IntuiLab and Photo Service have just successfully experimented with a first in-store, Surface Computing application. Surface Computing is the term for the use of a specialized computer UI in which traditional UI elements are replaced by intuitive, everyday objects. Instead of a keyboard and mouse, the user interacts directly with a (multi) touch-sensitive screen.

Starting with any kind of memory card, the application enables a client to build a photo album using only a few gestures on a touch table, then virtually flick through the album before directly ordering it and having it delivered a few days later at home or in the store.

This successful experiment is a world première: It is indeed the first time that a Surface Computing application is *directly* generating additional revenues in a store, a strong indication of the huge business potential for this kind of solution in the retail market.

The first availability of a touch table in a Photo Service store located in the center of Paris is soon to be followed by the deployment of a second one in the Rosny 2 mall, then in other stores of the chain.



The IntuiLab solution in a Photo Service store

According to Stéphane Maurin, CEO, Photo Service, *“This new kind of solution allows the task of composing a photo album extremely accessible, simple et fast for all our customers in their great diversity. For our clients, this is a very unique experience which they cannot reproduce at home in front of their computer”.*

“Our successful collaboration with Photo Service highlights our deep know-how in Surface Computing application design, specifically with a consumer orientation” added Vincent Encontre, CEO, IntuiLab. *“In order for a user to understand as fast as possible how to compose a photo album, the design requirements (guidance, graphic, interaction, etc.) are way more stringent than those usually applied for a web site.”*

“This successful experimentation is sending a strong message to retailers: Surface Computing is bringing a new kind of relationship with the customer in the store: more engaging, more collaborative and thus generating more sales. We currently have several other on-going projects which will lead to new experiments in the coming months” concludes Vincent Encontre.

About IntuiLab

Founded in 2002 and headquartered in Toulouse, France, IntuiLab is a leader in the design and development of surface computing-based applications. Through IntuiFace, the company’s portable, scalable and extensible software surface computing platform, IntuiLab delivers and deploys applications that bring tangible returns on investment to its clients by providing their customers and users with a more natural, immersive and memorable interactive experience. IntuiLab is a Microsoft and Adobe partner and has clients in a wide variety of industries such as retail, food and health, banking, aerospace and defense, telecoms and hospitality. More information at www.intuilab.com.

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