



# Turning Interactive Kiosks Touchless

Our world-leading gesture control allows easy, intuitive touchless interaction with kiosks and appliances



# Consumer attitudes to public touchscreens have changed

- Touchscreens are now viewed as **unhygienic**
- Touchless interaction enabled by **gesture control**, voice control and mobile integration is the next frontier for interactive kiosks

*"I like the convenience of digital signs and a touchless screen would ease my concerns about hygienic risks."*

- Participant in consumer survey\*



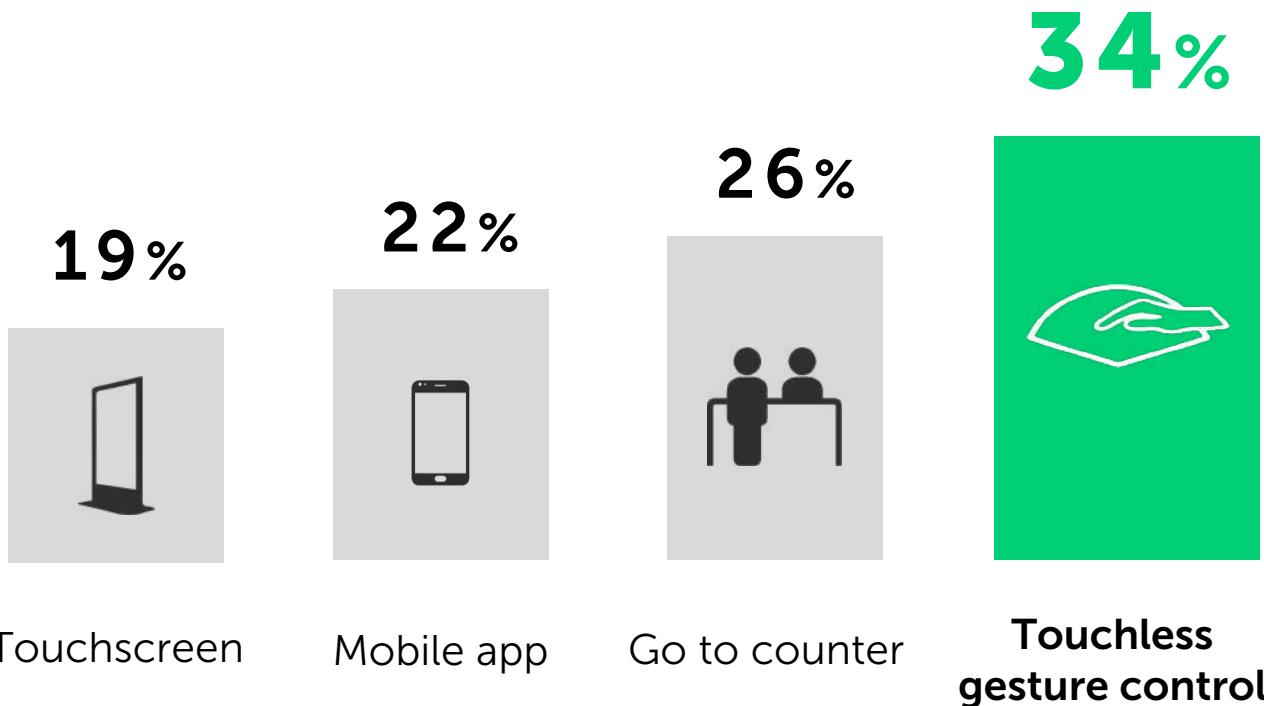
**80%**

of people think public touchscreens are unhygienic\*



# Why choose gesture control?

Consumers prefer gesture control to both touchscreens and mobile integration solutions\*.



Our touchless technology is proven to make digital advertising more **addressable**, **actionable**, and **attributable**\*\*.

**~2x** increase in conversion rate

**60%** lift in brand awareness

**43%** lift in brand favorability

\* Ultraleap consumer survey of 538 participants in the US and UK, April/May 2020. Full results: <https://www.ultraleap.com/company/news/resources/public-touchscreens-whitepaper/>

\*\* Data from 2-month pilot in a top-tier, 14-screen multiplex cinema in downtown Los Angeles. Full results: <https://www.ultraleap.com/dooh-interactivity-whitepaper/>



# TouchFree: a hygienic alternative to touchscreens

- TouchFree is a software application that runs on an interactive kiosk or advertising totem
- It detects a user's hand in mid-air and converts it to an on-screen cursor
- The touchless application simply runs on top of your existing kiosk apps – no need to change existing user interfaces



Ultraleap hand tracking  
camera sensor



Ultraleap TouchFree  
software

Learn more about TouchFree and download it here:  
<https://developer.leapmotion.com/touchfree>



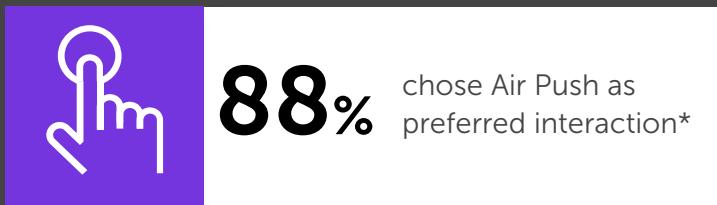
Winner of Best  
COVID-19 Solution



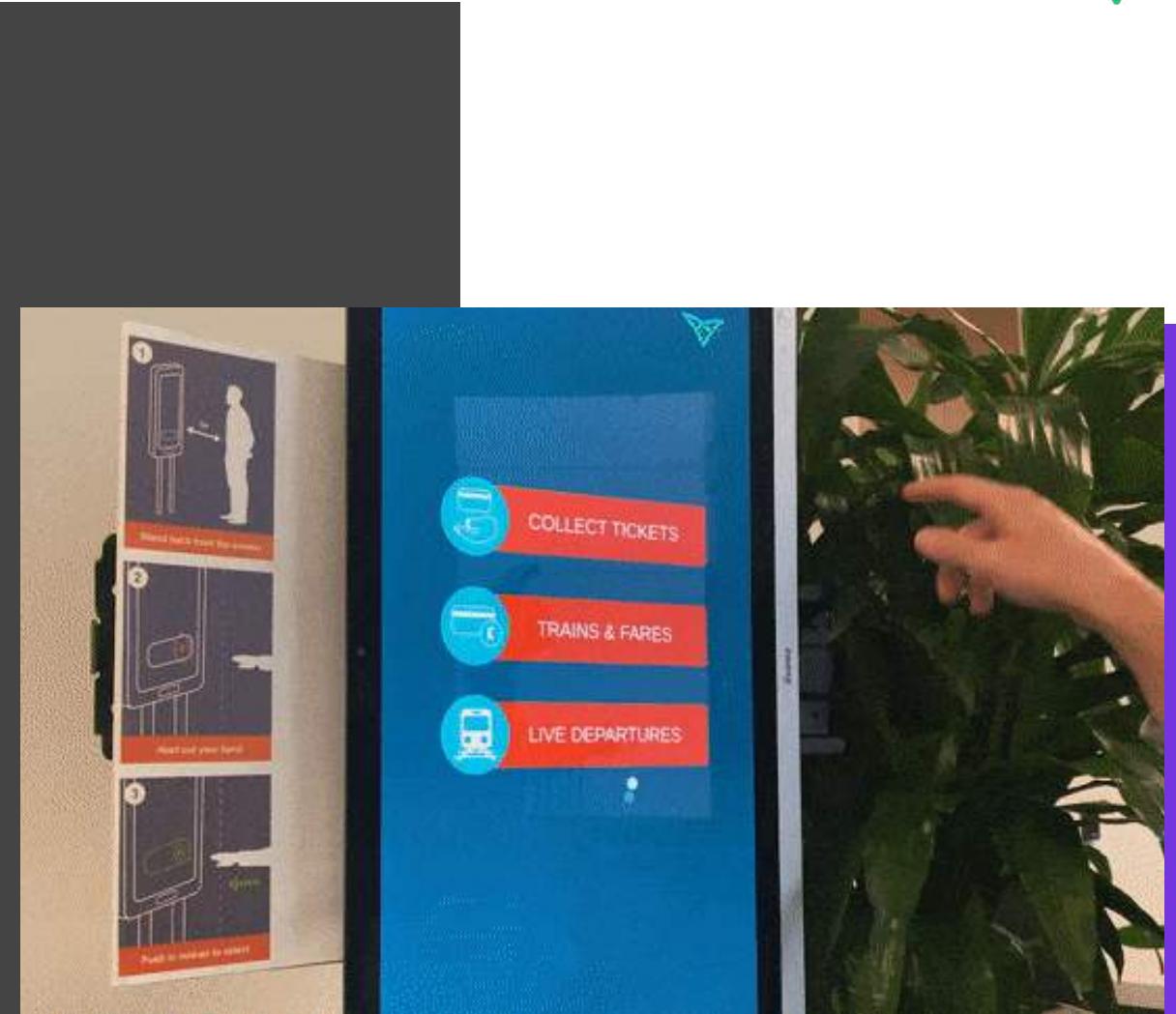
# Air Push:

## User-tested, simple, intuitive mid-air interaction

- TouchFree includes our Air Push interaction
- Users select a button by simply pushing forwards in mid-air.
- As the user's hand moves forward, a circle moves inwards towards the central point of the cursor.
- Reliably detects different interaction styles (faster/slower pushes).



\*Based on usability testing with 8 participants





# The “Call to Interact” (CTI): Making discovery and adoption engaging, intuitive and fast

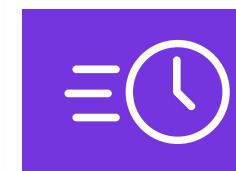
We've developed and thoroughly tested key recommendations to make sure every customer has a smooth, engaging, and successful onboarding experience.

## 1 In-store signage

- Signage upon approach to the kiosks
- A printed instructional panel mounted to the side of the kiosk, as an always accessible guide

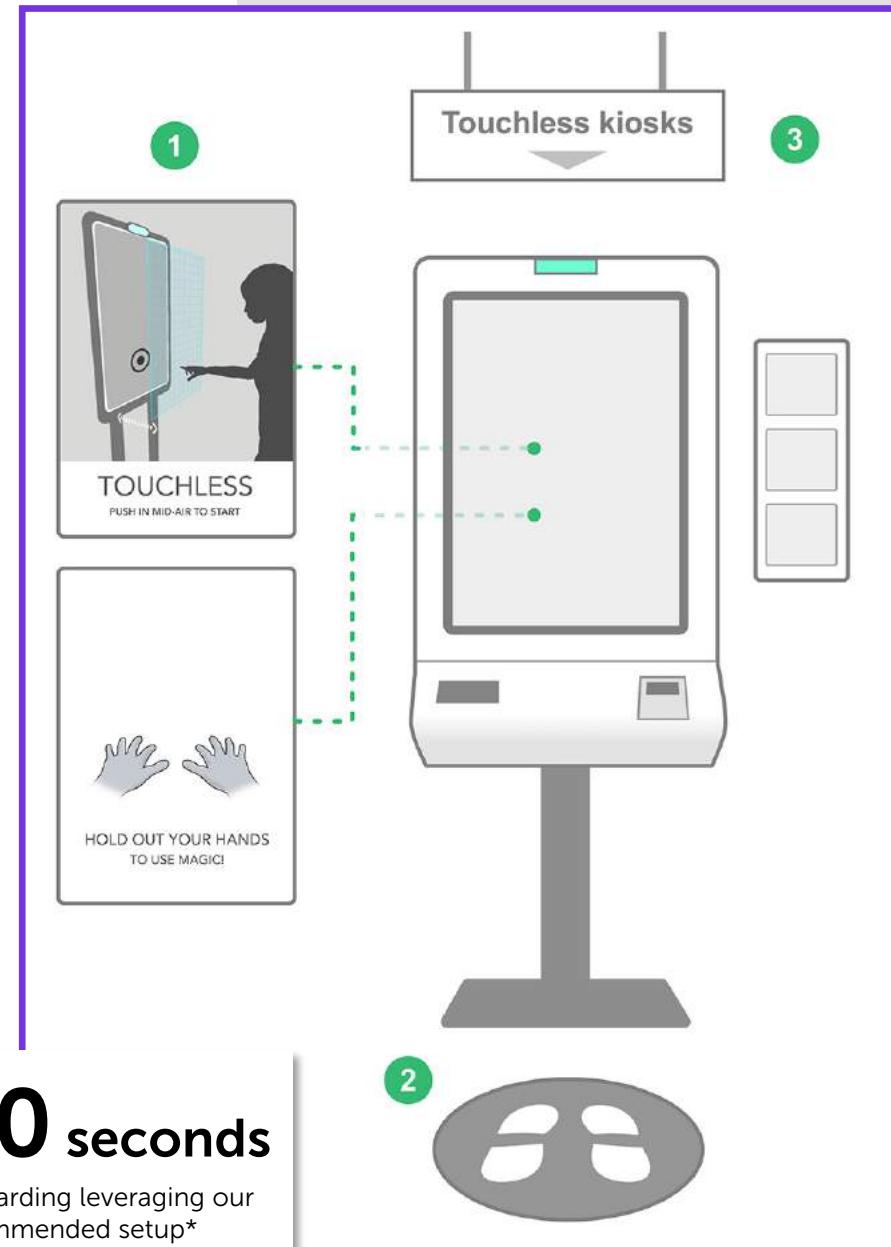
## 2 Footprints on the floor

## 3 Instructional video or animation



**<10 seconds**

onboarding leveraging our recommended setup\*



\*Estimated based on usability testing with 8 participants

## Customer Story: Lego & Ocean Labs

### Touchless immersive play experience

#### Business challenge

Meet the brief of Lego's 'Rebuild the World' campaign by sourcing technology that allows people to play with LEGO in a new way.

#### Ultraleap solution

- Ocean Labs combined Ultraleap's haptic and hand tracking technology with a premium curved full motion digital out-of-home screen
- Children and families could move, rotate and build LEGO bricks on a large digital billboard using intuitive hand gestures.

#### Impactful results

- High level of engagement with LEGO brand from families
- Outstanding example of "wow" factor created by our technology (Passer-by comment: *"That's incredible, that billboard is being controlled by those people"*)
- Strong "honeypot" effect
- LEGO media planning team and Ocean Labs are exploring next steps and further iterations.

***"...a unique way for families to showcase their creativity on such a grand scale."***

- Marius Lang, Head of Marketing, the LEGO Group UK and Ireland



## Customer Story: Skoda

Award-winning touchless product exploration

### Business challenge

Create an interactive experience to promote Skoda's new range of SUVs during the COVID-19 pandemic. All parties were very conscious that this had to be executed in a safe, touchless manner.

### Ultraleap solution

- Agencies OMGDOOH, Talon, and PHD integrated Ultraleap's Stereo IR 170 hand tracking module with Clear Channel Malls Live Interactive D6 screens
- Users could use simple gestures to navigate the experience.

### Impactful results

- Installed in three busy UK shopping malls
- Winner of Interactive category at the Drum Awards 2020.

**"...a simple and confident execution that showcased the unique features of the vehicles through an innovative and, most importantly, safe execution."**

- Kirsten Stagg, Skoda



## Customer Story: CEN Media Group

### Touchless digital poster standees for cinemas

#### Business challenge

Cinema lobby advertising specialist CEN wanted to allow brands to continue to engage with consumers post-COVID-19 in a safe and responsible way.

#### Ultraleap solution

- 48" digital poster standee with i7 media player, connector mount and STRATOS Inspire haptic module
- Allows touchless interaction with digital advertising incorporating both hand tracking and the "wow" factor of our virtual touch haptics.

#### Impactful results

- Permanent installation starts with 10 city locations across the US
- First campaigns expected to launch summer 2021 when cinemas reopen.

**"Safety is always paramount, but it doesn't need to come at the expense of user experience. We have addressed those issues head-on with the installation of Ultraleap's touchless technologies."**

- Kevin Romano, CEO and Founder, CEN



**CEN**  
MEDIAGROUP



# We set you up for success

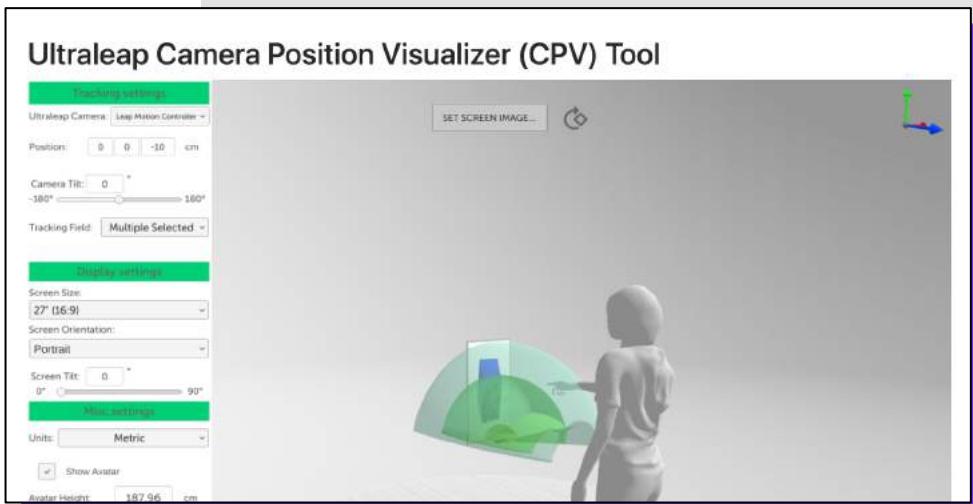
## 1 Setup & integration guides and tools

System requirements, camera placement, config examples  
Camera Position Visualizer tool to help determine the ideal positioning of an Ultraleap camera module



## 2 Design guidelines

- Ergonomics and design considerations (screen size, camera module placement considerations)
- Detailed “Call to Interact” guidelines
- Cursor colour, buttons and layout, UI controls
- Feedback and reassurance and aiding user adoption



## 3 Help facilitate user research & trials

Support from our research team to assist with planning and conducting user studies and trials.



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