

Touch and Collaborate

The Interactive Display Comes of Age

Case Murphy Sr. Manager Global Communication & Collaboration Group



What Is The IMCCA?

Interactive Multimedia and Collaborative Communications Alliance

- Non-profit, technology neutral
- Focus on all multimedia & collaboration
- Increase awareness & branding
- Unification of organizations & interests
- Further learning objectives

- Industry Alliances
- Networking Opportunities
- Monthly Newsletter
- Educational Opportunities
- Special Interest Groups

Free Membership For End Users Many Benefits for Vendor Members

Contact Carol Zelkin, Executive Director Czelkin@imcca.org

Stop by booth 2079





Who I am



Case Murphy

Senior Manager

Global Communications & Collaboration Group AOL Inc.

6000 employees
300+ video enabled conference rooms
50+ global offices
2.4M minutes of conferencing every month
Every mobile device video enabled

2 Interactive Whiteboard's O Touch Displays



History of the space

- 1965 1st finger driven touch screen
- 1982 HP releases HP-150 first touch computer
- 1984 Bell Labs develops first multi-touch overlay
- 1990 1st IWB by Xerox in 1990
- 2001 Alias/Wavefront releases PortfolioWall
- 2008 Microsoft releases Surface Table

BRIEF OF тоџсн 1970 -

1971

1983

1984

1993

1999

devices.

2002

2004

PLATO IV becomes one of the first generalized computer-assisted instruction systems. It's the first touchscreen to be used in a classroom

Myron Krueger introduces Video Place, which can track hands, fingers,

and the people they belong to.

Bob Boie of Bell Labs officially

Wayne Westerman and John Elias form FingerWorks, a company that

specializes in multi-gesture input

Andrew D. Wilson develops the

3D-capable imaging touchscreen.

TouchLight, a gesture-based,

Microsoft introduces the

Apple also releases its touch-capable Newton PDA

First human-controlled multitouch device developed at University of Toronto.

1983

1982

Also the year that HP releases the HP-150, one of the first touchscreen computers.

develops the first multitouch screen overlav.

1993 -First touchscreen phone, the Simon Personal Communicator, launched by IBM and BellSouth.

First finger-driven touchscreen invented by E.A. Johnson

Dr. G. Samuel Hurst invents the

first resistive touchscreen

almost by accident.

1998

Palm Inc. releases the Pilot, the first generation of its PDA devices.

2001-

Alias/Wavefront launches the gesture-based PortfolioWall for large design teams.

Sony's SmartSkin introduces mutual capacitive touch recognition.

2002 DSI Datotech announces the HandGear, a multi-point touchpad that never really materialized.

Microsoft and Samsung partner up

2006 -

2011 -

Jeff Han introduces an interface-free, touch-driven computer screen at TED.

to introduce the SUR40

PixelSense technology.

touch-capable surface with

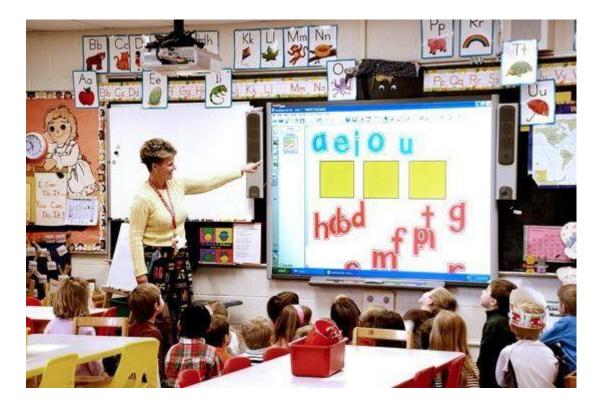
2008 Surface table.

2012 Microsoft rebrands its Surface technology as PixelSense





The Awakening



Enterprise executive attends his child's Parent-Teacher night.

See's teacher impressively presenting on an interactive white board or display.



The Command



Enterprise executive returns to office next day and demands that all conference rooms get equipped with this great technology - refuses to listen to opposing thoughts.



The Order



Enterprise AV & Purchasing teams order dozens of IWBs for conference rooms at exorbitant cost.

Boards are delivered and installed.

and then...



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The Reality



Enterprise IWBs are either:

- 1. Unused
- 2. Used as projector screens / plain displays
- 3. Damaged by permanent ink markers



The reasons are logical and obvious

- Classrooms have an owner the teacher. He or She is always using the room, rarely gets new technology and takes the time to learn the VERY complex user interface.
- Enterprise conference rooms generally don't have an owner. People expect to walk in and immediately start using them. Users will rarely take the time to learn a very complex UI they don't have to use every day.



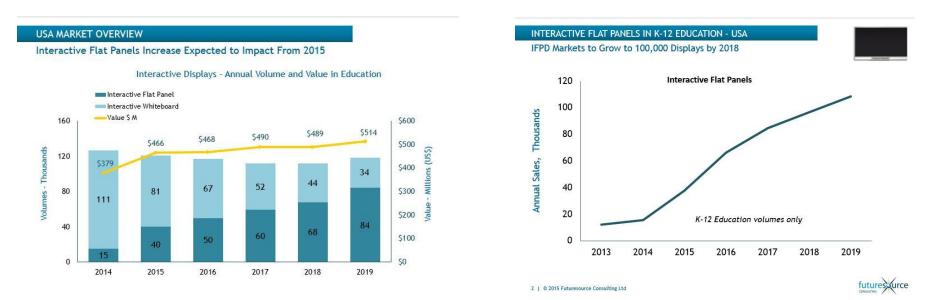
Why is it important?

- Interactive boards have sold poorly in the enterprise
- Interactive boards have become less expensive
 - Or have they?
- Market leaders have begun to produce a new breed of interactive board that is far simpler – as easy to use as a standard whiteboard or iPad in many cases
- These new, simple systems are beginning to see market success in the enterprise



Industry stats

In 2015, the market for both corporate and educational sales of interactive displays in the U.S. is expected to be \$656 million (Molnar, 06/01/15)



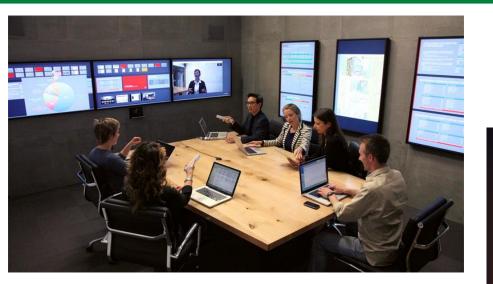


Current Offerings





Current Offerings



Windows10

Surface Hub

Best tool to create and brainstorm Engaging and productive meetings New large screen Windows 10 apps Designed for the modern workplace



Your Panel Today





RICOH imagine. change.



Your Panel Today



Bruce Prang Director Program Management SMART Technologies

RICOH imagine. change.

Victor Jacksier

Sr. Product Manager RICOH



Mark Cray CEO Applied Global Technologies

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David Kung
VP Product Strategy
OBLONG Industries
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