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CUSTOMER:
Deutsche Bank
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SECTOR:
Financial services
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MINDSTORM PRODUCTS:
iBar, Supercell
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BUSINESS VALUE:

- Differentiated company from its peers
- Generated new business and partner leads
- Created additional PR value

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CASE STUDY:

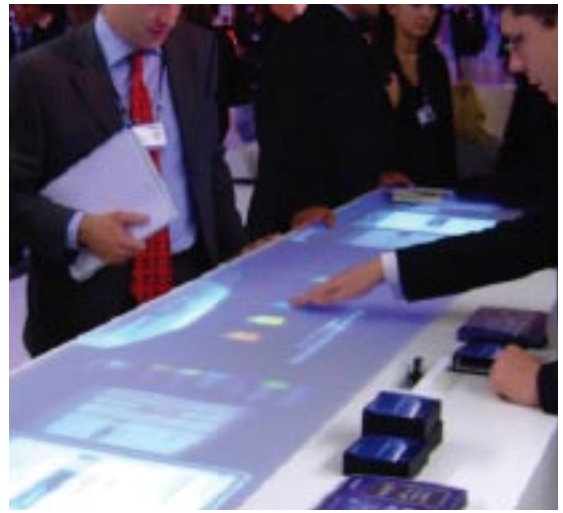
DEUTSCHE BANK

DEUTSCHE BANK STANDS OUT FROM THE CROWD AT EXHIBITION

THE VISION:

Sibos is an important international event for the financial services industry. With more than 250 companies showcasing their services and products at the event in 2008, Deutsche Bank was keen to make its exhibition stand out from its rivals.



**THE MINDSTORM FACTOR:**

Using the iBar and Supercell, Mindstorm designed an interactive environment that enabled event attendees to access a range of information about Deutsche Bank and its services by touching surfaces within the exhibition stand. This information could also be downloaded directly to delegates' USB storage devices.

THE RESULTS:

Deutsche Bank was able to attract more event attendees to its exhibition stand, generating masses of leads for new clients and partners. The stand was voted Best of Sibos 2008 due to its unique combination of visual appeal and practical functionality, creating additional PR value.



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THE MINDSTORM FACTOR

PROVEN TECHNOLOGY:

Mindstorm has shipped more rear-projected interactive multi-touch systems than any other company, including 180 metres of iBar®. All our products are CE certified.

QUALITY AS STANDARD:

We deliver the highest standard of software technology, fantastic graphics, reliable hardware and comprehensive services. Every component of every Mindstorm solution is tested for reliability and safety.

INNOVATION:

We have a dedicated Mindstorm Lab in Germany, and are continually innovating and working on breakthrough technologies. Our product range includes the iBar®, Eclipse®, Aurora, Vortex, Supercell.

GLOBAL NETWORK:

We have sales partners across Europe, Asia and the US, including Panasonic, which also provides maintenance and POS integration services. We also partner with universities on research initiatives.

THE POTENTIAL IS YOURS TO HARNESS.



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