

MultiTaction Announce Enhanced Engagement Platform to Showcase Rich Media **Advanced visual collaboration provider delivers software for creating custom visualisations for MultiTaction interactive displays**

ORLANDO, Fla., June 15, 2017 /PRNewswire/ -- MultiTaction, leading provider of advanced data visualisation solutions, will announce a major upgrade to its engagement software, MT Showcase, at the largest North America AV show, InfoComm, in Orlando. MT Showcase is the ideal solution for marketing products and services to prospective clients in executive briefing centres, entrance lobbies or trade show environments and is popular in environments including museums, universities and retail.

MT Showcase provides users with an intuitive platform for showcasing rich media content, and can be used to either tell a story by driving the interaction, or allow the user to self-explore and discover content. The software uses a layered display stage allowing for complete customisation of vivid backgrounds, menu systems and overlay animations.

The unique web-based editor makes live updates possible, allowing for immediate changes to displays in real time, making it easy for organisations to engage clients or employees with pre-prepared rich media assets. The intuitive interface also allows for complex looking visual designs, removing the need for costly professional services.

Aruba Networks, who have a wide range of data networking solutions for enterprises worldwide, is using MT Showcase to deliver tailored and fully immersive experiences for potential customers at its briefing centre in Silicon Valley. James Copello, Head of Global Audio Visual Services at Aruba Networks commented:

"We chose MT Showcase because of its flexibility and 'uncomplex complexity' to create customised interactive multimedia experiences. We have had really great feedback from customers and people who have experienced MT Showcase on the MT iWall. Customers love the connection between the physical and digital world, it's something unique — numerous people have never seen anything like it before, and it's a very powerful engagement tool."

MT Showcase is built with modification in mind and its plug-in extensible architecture allows for custom visualisations to be created and added to a base archive of solutions. The software can also be used in conjunction with MT Codice to create unparalleled visual interactions using physical objects to connect with touch screen displays, and trigger multimedia reactions with videos, pictures and documents.

Jonathan Priestley, Senior Vice President of MultiTaction said: "All sales and marketing professionals make significant efforts to tailor their pitch for prospective clients, but with MT Showcase, this personalisation can be taken to a whole new level. Within one hour, completely custom applications can be created that drive richer conversations. In the past, this would have been a 10-day professional services engagement — now customers can do it all themselves."

MultiTaction will be demonstrating MT Showcase at booth 3181.

For further information, please contact Pete Malcolm on +44 (0) 20 3633 4000

Visit MultiTaction's [website](#), [YouTube](#) page and [LinkedIn](#).

About MultiTaction

[MultiTaction](#) is a leading developer of advanced visualization and collaboration software. The company's solutions are in use by some of the largest corporates in the world. In addition, the company also manufactures a completely unique touch platform that can be seen in some of the most advanced universities and museums globally. With solutions deployed in over 50 countries and offices across the United States, Asia and Europe, MultiTaction is a global business celebrating 10 years of growth and success in 2017.

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