

Press Release
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AFTER-MOUSE.COM announces the world's first retail application using motion recognition technology on Windows 7

AFTER-MOUSE.COM, the world leader in multi-touch business applications, has now entered the field of gesture recognition with ASUS Xtion PRO. World exclusive: AFTER-MOUSE.COM unveils the world's very first professional application which utilizes gesture recognition technology operating under Windows 7. This first application dedicated to the retail sector offers a **totally new experience**: no physical contact is needed – **remote interaction** by means of simple physical movements and natural human gestures enable the user to control the interface. A magical experience!

The advantages are numerous. First, it **can be used on any kind of device** that has the Windows 7 operating system: no need for an expensive hardware investment, a regular TV is all you need! Also no direct contact is needed, it **can be used from behind a window** allowing shopping experiences and brand awareness from the street 24/7! It reinforces your brand using technology! Last but not least, it is **a natural way to interact** with an interface allowing anyone to experience it.

AFTER-MOUSE.COM's first business application dedicated to the retail industry allows customers to discover the company's products and to consult prices, pictures, videos, brochures and even 3D views of products. Customers can **compare products** and **make product selection directly from the interface** using the basket function. A powerful marketing tool, the application has an integrated back office statistics enabling you to measure the impact of your communications. These detailed statistics can show the number of product views, the time spent by the customer on each element, or even what associated products were viewed. Precious elements to give you a better understanding of your consumer's behavior, and closer anticipation of their needs.

Nicolas CHAILLAN, CEO of AFTER-MOUSE.COM, says: "The world of new information technologies is constantly evolving, and gesture recognition is the logical progression from tactile recognition. AFTER-MOUSE.COM benefits from a major R&D capacity which enables us to be reactive and adapt very rapidly to innovation in the marketplace". He explains: "Motion recognition should not be confused with entertainment – we are developing real professional applications which provide a dramatic return on investment for our customers". AFTER-MOUSE.COM will also continue its technological developments to the benefit of all of the major business sectors, and thus of the general public. Numerous applications are currently under development: hotels and restaurants, real estate, medical, events, to name but a few!

For more information on AFTER-MOUSE.COM

Established in 2009, AFTER-MOUSE.COM is the global leader in the development of "multi-touch" and "multi-user" touch screen applications for all platforms (screens, tables such as Microsoft® Surface®, and tactile tablets or walls). Under the guidance of Nicolas CHAILLAN, AFTER-MOUSE.COM is a Microsoft official partner (BizSpark, IdEES, Microsoft® Surface® Strategic Partner). It is one of the few companies worldwide to be Microsoft® Surface® certified. For more information: <http://www.after-mouse.com>

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Press Contact : Jessica Castelli – jessica.castelli@after-mouse.com – 00 1 (646) 350 3607