

TOUCH THE SCREEN!

Read how you can browse the menu in the window by touch steering.

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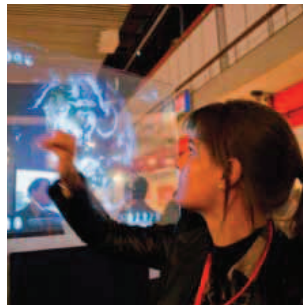
First we learned to place our fingers on a QWERTY keyboard. After that we moved on to find the letters hiding behind the number keys of a mobile phone, when the text message entered the Finnish communication repertoire to stay. And just as we had become familiar with the keys, we find they have disappeared.

Restaurant **linnankatu 3** indulges its hungry customers in a beautiful stone building at Linnankatu number three. From the street, you can only look inside through one window with several empty tables behind it. On the courtyard side, there is an inviting restaurant parlour, but that the passers-by cannot see. Not until now, that is, when the window facing the street employs a wholly new way of showing all the lovely things to be found on the inside.

– The room with the window to the street is a cabinet space. Most of our clients stay on the restaurant side, so the cabinet window is not the best possible option for enticing passers-by to step inside. But the window screen is an excellent way to exhibit our interior and at the same time, provide information on the menu, for example, says the head of the restaurant **Jukka Korkeela**.

AN INTERNATIONAL TOUCH

Tapio Virtanen, who imports the screens, explains that the **Sax3d** product family which comes from Germany works like a film screen: the contents are projected directly from a computer on a thin membrane or disc. The restaurant window has been fitted with a thin hologram layer which at the same time acts as a capacitive touch screen: the user can browse the contents by touch



International interest.

steering like a computer with a mouse.

The touch screen window is so far the only one of its kind in Turku. How did it find its way to linnankatu 3, of all places?

– One of our clients gave us a tip that there's something on display at the Turku Fair that we might be interested in. We went to find out what it was all about, and the touch screen seemed like a good solution to get the right kind of visibility for the restaurant, exactly what we had been looking for. The traditional sign on the pavement does not bring passers-by inside, but we have high hopes for the new screen, also in view of its contentual possibilities, says the restaurant owner.

According to Tapio Virtanen the Sax3d screen is a big hit in its home market, and has been actively sold all over the world, including the U.S. **Resal Oy** has laid the groundwork for the import of the product to Finland since last summer, and luckily for the restaurant the screen has already been a source of wonder also at the Habitare Fair.



The window screen menu.

– Even the Japanese visitors were dumbstruck, enthuses Virtanen.

And where is the public browsing the contents of the Linnankatu screen?

DON'T PAW THAT WINDOW!

Finns are gradually starting to use terminal equipment used by touch screens. The new feature has reached the public through moderately priced mobile phones, and console players are already familiar with touch screens. Are there now curious people behind the window pawing on the screen?

– The screen has awoken some interest. However, the concept is so new that a crowd gathers only, if I myself go outside and paw on the screen, says Korkeela.

Any decent upbringing starts with severely admonishing children not to touch win-

dows: pawing will leave marks and get the panes dirty! Wonder if the Finnish threshold to pawing window panes isn't too high? In order to examine the screen on Linnankatu you just need to brace yourself – the thin membrane is attached to the inside of the window pane, and the apparatus recognises touch through the glass. It is fortunate, then, that a sign saying "Touch me!" is going to be fixed to the window for those who only dare to look.

WITH A VIEW TO BUSINESS

In addition to starting a new business venture the importer also needs extra pairs of hands to install the product. So it is that Turku University of Applied Sciences has also become a part of the landing of the new innovation. The student-driven cooperative **Dimensio** which works in the IT branch

has signed a fruitful collaboration contract with Resal: Dimensio which has primarily been involved in selling equipment now takes care of the installation of the Sax3d screen, and in the future the selection of services will also be extended to contents production and marketing.

At Dimensio, the co-operation manager **Johannes Maliranta** thinks a new partner brings positive drive to the cooperative functions.

– This is splendid! The business operations of Dimensio are now expanding readily, and the new service concept is demanding to us as well. For students, the contract means concrete, paid-for work.

The screen at the restaurant linnankatu 3 has been installed in collaboration with Dimensio, and Tapio Virtanen is contented.

– Our collaboration works well. This lot could even sell keys-in-hand packages in the future, with contents and all.

Also Korkeela is very pleased with both the new screen and the installation crew. And even if the touch function can also be used with a gloved hand, everybody at Linnankatu is already looking forward to the summer. The high definition image of the screen can also be read in bright daylight, and for the summer, the restaurant will open up a terrace in front.

Read more at www.sax3d.fi