



# SPECIALFX

February 2007

## MERLYN BRINGS EXHIBITS TO LIFE

**Merlyn Electronics continues to bring Exhibition stands to life with another highly successful display for clients at Innovate 07 at the Queen Elizabeth Hall, London.**

### INTERACTION INCREASES INTEREST

Technology transfer experts KTN gave Merlyn the task of creating a visual display that would enliven an exhibition stand by engaging visitors and encouraging them to interact.

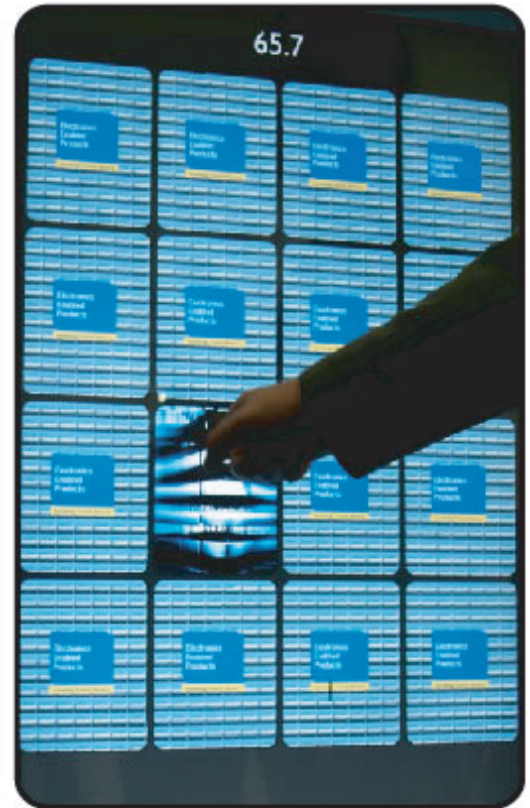
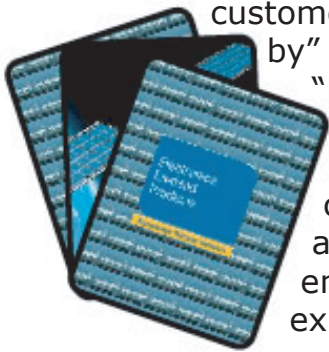
The solution provided by Merlyn was a bespoke touch screen pairs game. Viewers were invited to match up pairs of cards against the clock with the fastest time winning an ipod touch. The game was custom designed to promote the KTN brand and products.

Both the hardware and the software were provided by Merlyn, along with management of the sql database used to record and save the highest scores. The use of the database enabled KTN to use the display on more than one occasion without losing any of the leader board data.

The display was the latest in a series of interactive games and creations designed and built to order by Merlyn's in-house development team, and proved to be a huge success "It generated a great deal of interest from

customers who may normally have just walked by" explained Paul Palmer, director of KTN.

"Merlyn have created an excellent example of how to apply electronics to bring displays to life",. Through the competition KTN were able to generate a significant increase in customer enquires compared to the previous years exhibition.



**Interactive touch screen Pairs game designed for KTN**



The display created for KTN was the first step in a planned program of expansion by Merlyn Electronics in to the exhibition and event sector. "We have many years of experience building interactive display systems for retail and outdoor users and the event and conference marketplace is simply a logical addition for us",. Jonathan Eagle Managing Director of Merlyn Electronics.

Merlyn currently offers a selection of games each with the option of adding an sql database. We can offer screen sizes to suit any application ranging from 21 inch up to 65.



For more information on our digital displays and a 2007/8 rate card please call or our sales desk on  
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