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## EXHIBITORS

### WRAP<sup>3</sup>

Blends a creative digital arts practice with the very latest in display technology. We develop immersive spaces and 360-degree digital content for a wide range of applications, commercial projects, branding and events, film and TV, also public art spaces. We work closely with Architects, Interior Designers and Technology Consultants to deliver impressive, budget responsive solutions.

Wrap3 specialises in the design and production of 360-degree motion graphics, which are delivered by our panoramic projection system.

[ali@wrap3.co.uk](mailto:ali@wrap3.co.uk)  
07980 886024

### THE CREATIVE MIX

We are an art and technology consultancy delivering solutions for a new generation of spaces, brands and events.

[chris@thecreativemix.com](mailto:chris@thecreativemix.com)  
07958 257 541

### TO FLUPPER / TO SIDDLE

Rombout Frieling believes that in order for mankind to grow now, we need to develop what we have so long neglected: our bodily capacities.

To siddle is sitting down while a supportive seat folds around the body. This way, the seat only exists when in use and can be subtly integrated in the environment – contributing to mobility of an ageing and increasingly dense population.

To flupper is moving ourselves around vertically in our increasingly vertical cities, as quick and light as walking horizontally. Storing potential energy, it does not consume any external energy and hence provides a sustainable, inclusive and healthy alternative to the energy-slurping lift and dangerous and ineffective stairway.

[rombout.frieling@network.rca.ac.uk](mailto:rombout.frieling@network.rca.ac.uk)

## FUTURE ACOUSTIC

a3 (adaptive acoustic architecture) is new technology that generates sound that responds intelligently to noise in the user's environment.

a3 generates an individually controlled, personal sound environment at the individual workstation that minimises distractions due to peripheral noise and aids and sustains concentration.

[www.futureacoustic.com](http://www.futureacoustic.com)  
[info@futureacoustic.com](mailto:info@futureacoustic.com)

## E.SCENT

e.Scent™ is the first product by Sensory Design & Technology. It is a user-worn scent dispenser where the frequency and type of the scent delivery is flexible and determined by the user. eScent™ can be embedded in jewellery, smart clothing, and consumer goods and offers the user an innovative fragrancing experience, depending on personal needs. It automatically dispenses an atomised burst of fragrance in a localised, non-invasive way, when triggered by a switch, timer or some external stimulus, and has many potential uses (insect repellent, pharmaceutical, aromatherapy).

eScent™ aims to break the tradition of scent delivery by changing the experience of fragrance to an intimate communication of identity, using emerging technologies with the ancient art of perfumery. It also aims to revolutionise the way fragrance is used, enabling the Fragrance Industry to revitalise itself by providing a novel, high-tech, highly personal delivery system that offers a better experience, new opportunities for fragrance placement, delivery and a new vehicle to sell perfume.

## AMX

AMX will be showcasing the New Video Content Management Solution, Vision 2. Vision 2 provides an innovative interfacing capability to allow capture, storage, retrieval and distribution of video content over your corporate network.

In addition the Inspired Signage Solution will also be highlighted. Inspired Signage by AMX is a "best in breed" product which provides a comprehensive capability to create, edit, manage and distribute digital signage content to multiple locations and multiple displays. Underpinning both of these solutions is AMX's Touch Panel Technology, providing a simple and intuitive way of controlling complex systems from a single holistic interface.

<http://www.amx.com/>

## SMART TECHNOLOGIES

Collaboration technology is at the heart of SMART solutions. For more than fifteen years, SMART Technologies has been turning groups into teams, projects into accomplishments, training into learning and ideas into strategies. As a leader in the collaboration technology market we design new and innovative solutions for corporations that see the whole as greater than the sum of its parts – companies that constantly seek new and better ways to think collectively.

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[www.smarttech.com/corp](http://www.smarttech.com/corp)

## ROBOFOLD

RoboFold is currently developing manufacturing processes utilising industrial robots to directly shape sheet metal forms. The system requires no tooling thus enabling the creation of new forms unavailable with current methods, and without the high associated fixed costs typical to sheet forming. Our principal target market is the automotive industry, where the need for highly efficient manufacturing places us in an ideal position to capitalise on this turbulent industry.

[www.robifold.com](http://www.robifold.com)

## AMPHILAB

Books have survived unchanged for centuries, with inherent qualities that make them an irreplaceable medium even today. Flipping through pages remains the best choice for reading or browsing through information. However, digital media is offering seductive new possibilities to the user, especially in terms of interactivity. Can these two worlds, the digital and the physical, co-exist in a product that would offer the benefits of both these worlds?

bLink is a technology that promises to revolutionize the way we read books by linking printed with digital content. Books based on this technology enable the reader to open web pages or documents, listen to sounds, watch instruction videos or even translate paragraphs by simply touching onto printed text.

Manolis Kelaidis - [man@amphilab.com](mailto:man@amphilab.com)

Simon Wardley - [wardley@amphilab.com](mailto:wardley@amphilab.com)

## YEMI AWOSILE

This is a demonstration of new possibilities for cork as a textile. Before falling out of fashion during the 1970's, cork was a popular material solution in interior design. After winning the Marianne Straub Prize I was able to explore my personal interest in this material. This research inspired me to design a range of cork based surfaces and furnishing fabrics that focus on surface treatments used in the textile industry.

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## LOGITECH

In today's business environment, the workplace can be an airport lounge, a coffee shop, or a home office. Clients and colleagues expect uninterrupted operational contactability. Users long for solutions that liberate them from the tyranny of the touchpad. Logitech makes it easy in a variety of smart, ultra-portable ways.

<http://www.logitech.com/>

## YUTYPE

Yutype is a unique computer peripheral that allows the 79% of keyboard users who hunt and peck (two fingered type) to increasing their typing speed and accuracy. A small screen placed on the keyboard allows users to see what they have typed in the peripheral vision without having to shuttle their gaze between the keyboard, which is often located awkwardly on a pull out tray, and the screen. This repetitive movement can, in some cases, lead to aggravating muscles in the neck.

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[www.yusufm.com](http://www.yusufm.com)  
07890806213

## OPTIMUS MAXIMUS

The Optimus Maximus keyboard set the technology world alight with its 2008 launch. Optimus Maximus is a keyboard developed by the Art. Lebedev Studio in Russia, headed by Artemy Lebedev. Breaking free from QWERTY restrictions, each of its keys is a state of the art Organic LED (OLED) display, which can dynamically change to adapt to the keyboard layout in use or to show the function of the key.

<http://www.artlebedev.com/everything/optimus/>

## MAGIC LIGHT

Magic Light is a lighting control system which lets you move beams of light with your bare hands. You can push, pull, nudge and throw beams of light with no extra equipment. Magic Light is a partnership between Adrian Westaway and InnovationRCA and its patent protection has been filed.

[www.foldingbaguette.com](http://www.foldingbaguette.com)

## OFFICE ELECTRICS

EMOS – Energy Management Office Solution

The implementation of the EU Energy Performance of Buildings Directive (EPBD) from Jan 2009, for new and refurbished buildings, is seen as a major step towards meeting the Kyoto Agreement targets.

EMOS has been developed to provide FM's with the ability to monitor and control energy use in the office environment, a key element for any business energy management strategy.

Already listed on the Government's Energy Technology List, EMOS technology has full ECA approval and for larger businesses, EMOS provides a valuable tool to help meet the CRC (Carbon Reduction Commitment) targets, due to start in 2010.

Tim Hobbs  
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## BUILDING SUSTAINABILITY

Building Sustainability Ltd. has developed a “Footprint Tracker” to provide real time measurement and control of building energy consumption and carbon emissions. One energy reduction application is the ability to schedule energy resource requirements along with space through integration with the PeopleCube Workplace Scheduling Solution. Building Sustainability also enables organisations to make energy use visible through a digital dashboard. This provides feedback on energy use to building occupants in a visual, graphical format to encourage an “energy saving workforce”.

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07740627461  
[www.buildingsustainability.net](http://www.buildingsustainability.net)

## PEOPLECUBE

PeopleCube currently supports 7,500 customers worldwide with the provision of intelligent software solutions to support the optimisation of the workplace. Their solutions are focused primarily on:

- Office hoteling/desk booking: Management of shared desk areas to support even the most flexible workforce models.
- Room booking: Reservation of rooms and the associated services that go with such a booking (e.g. catering, video conferencing, audio/visual, visitor management)
- Carbon reduction: Provision of process rules and reporting tools to measure and reduce workplace energy consumption and allow for integration with office heating/cooling/lighting systems.

<http://www.peoplecube.com/>

## SPROUT DESIGN

Sprout Design Ltd, with innovation RCA, has been developing an online ‘scorewheel’ which allows the client to visualise their particular goal – e.g. a sustainable workplace. This program can be tailored to the clients business and allows monitoring against targets and comparisons with competitors. The help panel guides the user through the process of evaluating the business. Visually this mechanism is simple, quick and intuitive to use. The diagrammatical result becomes a clear incentive for achievement and ensures the efforts are focused in the right direction.

[info@sproutdesign.co.uk](mailto:info@sproutdesign.co.uk)  
[www.sproutdesign.co.uk](http://www.sproutdesign.co.uk)

## MICROSOFT

Microsoft RoundTable is an innovative new conferencing and collaboration device with a 360-degree camera. When combined with Office Communications Server 2007 or the Office Live Meeting 2007 service, RoundTable delivers an immersive conferencing experience:

RoundTable provides a panoramic view that shows all participants in the meeting room, enabling remote users to see the whole room and gain better insight into the meeting dynamics.

RoundTable tracks the active speaker using a microphone array built into the device's base, providing a view of the current speaker that is always up-to-date.

With RoundTable, users can record entire meetings, including the panoramic view, active speaker view and the shared slides or whiteboard, enabling meetings to be transformed into corporate assets that can be shared and played back at any time.

[www.microsoft.com](http://www.microsoft.com)

## TOSHIBA

When mobility gets a boost, so do the threats. The moment you leave the office with your notebook, the risk of damage increases. In fact, 97% of mobile users experience damage more than once every 12 months, causing 1% of the total UK mobile workforce to be out of action for three days every month. Toshiba are so confident in the quality and reliability that their notebooks and Toshiba EasyGuard offer, that if your laptop fails its warranty, the machine will be repaired for free and you gain your money back.

[www.toshiba.com](http://www.toshiba.com)

## INFLATE

Bringing a designer touch to the events industry.

Inflate is an award winning design and production company which creates breathless interior and exterior structures for numerous global brands.

Having designed and produced bespoke temporary structures for corporations as diverse as Motorola, Sony Ericsson, Ford, Smirnoff, Red Bull, The Natural History Museum & Last Minute.com, Inflate recently launched its own 'off the shelf' range of structures that bring new levels of creativity & commercialism to the events industry and corporate world as a whole.

Creating diverse structures is the foundation upon which inflate was built. If you are responsible for your brand's enhanced exposure, or creating stunning environments that not only look out of this world, but are quick and simple to transport and install, then Inflate are the solution to all of your temporary structure requirements.

[www.inflate.co.uk](http://www.inflate.co.uk)

## MAGIC BOX

We are the designers and IP owners of a complete solution providing an “end-to-end” promotional and information delivery system to mobile phones, PDAs and computerised Bluetooth enabled systems. The delivery of content to devices effectively and at low or zero cost, in a clearly defined area, for marketing and information purposes, can be provided in the format of text, images, sound, video or applications, directing recipients towards products, information and services with to help drive promotions or promote a corporate brand to office visitors.

Contact: Adrian Fleming, Company: Davies Fleming  
Tel: 01604 646455, Fax: 01604 648260

## POWERDESK

A remote for your PC, Freemote is a duplication of the PC controls, bringing on/off, mic, headphone VoIP, USB and optical drive to the user's workspace. Freedom and control to the user and away from positioning dictated by the PC tower.

Connected to the PC by the simple installation of a PCI card; it is simple plug and play technology, providing:

- Space Optimisation
- Power and Cost Saving
- Reduction in Embodied and Operational Carbon
- Improved Workplace Ergonomics
- Improved IT Security

<http://www.powerdesk.com/>

## KNOLL

Wa - Simplicity of Complexity

Simplicity in a world of visual hysteria. Visual silence without technical compromise, a furniture solution that operates in harmony with the mind, the body and architecture.

Wa – Choice at the press of a button

Discreetly integrated within the furniture system a revolutionary connection methodology delivering unrivalled levels of choice and flexibility, empowering businesses and users alike to react rapidly to the changing demands of the workplace.

Designed by Lissoni Studio in conjunction with Knoll, Wa reflects the functional and aesthetic requirements for the workplace of the immediate future.

<http://www.knoll-int.com/>

## UNWIRED

UNWIRED is the events and publishing arm of the CORDLESS GROUP, we produce conferences, training events, newsletters and reports to bring you up to date information and leading opinion on all aspects of work, technology and workplace.

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