

Slingshot: Shoots Visual Messages

Written by Bob Snyder
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The Slingshot makes it possible to shoot messages at buildings. Users can type a message on this device and-- after pulling and releasing the elastic cord-- the message launches itself on the building and can be viewed by passers-by.

The device from **Vision2Watch** is shaped like a portable slingshot. It has an embedded display, keyboard and laser for aiming. After a user finishes typing their message, they can use the embedded laser to aim the slingshot at a certain spot. After flexing and releasing the elastic cord the message is displayed on the building in a variety of shapes.

The shape of the message can be customized, for example in the shape of your company logo. The messages are displayed as long as you like. In addition, the background can also be customized to fit any particular marketing purpose.

Vision2Watch in Netherlands says it is the only company that has the Slingshot. We have developed this within our company. The Slingshot can be used on promotional events, expositions, festivals or even any surface imaginable.

If your customer has an idea for an interactive concept using the Slingshot, Vision2Watch can

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write custom software to facilitate any creative ideas.

The entire system is customizable, with custom catapults, backgrounds, paintsplatters and fonts. But there is also different functionality. For example a picture of the exact time you shoot emailed to you. This is all done to create the biggest moment of contact with the attendees.

It's possible to hide the pointer from sight to add a competition element where the attendees have to aim at something.

There is no real limit to the size of the projection. The largest Slingshot wall currently is 20 meters wide and 15 meters high.

The system can be rented out for 3500 euros for the first day including two catapults, and following days are 500 euros. (This price includes everything needed for a functional system but excludes the projector and traveling expenses. This is because different situations require different projectors.)

The system can also be purchased for personal use, or use within a company for 7500 euro. This also includes two catapults, but no projector or installation.

Vision2Watch will also give out licenses for resellers to rent out the system themselves after purchasing. This license includes the entire system with two catapults, but no projector or installation. These resellers get assigned to a region to avoid competition issues, where two companies are offering the same product in the same region. Part of the license is the guarantee for exclusivity.

Watch [Vision2Watch's Slingshot](#)