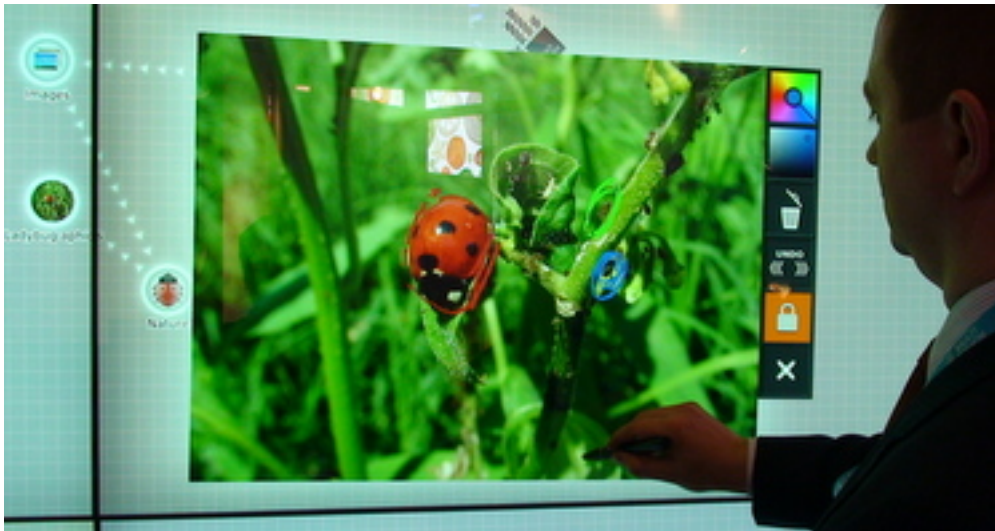


MultiTaction Codice: Personalizes Digital Signage

Written by Bob Snyder
26. 02. 2013



At ISE, MultiTouch exhibited “the world’s most advanced multi-touch display, the MultiTaction Cell 55” with ultra-thin bezel, All-in-One 42” & 55” multi-touch displays with Windows 8, MultiTaction **Management Suite** and its first application, MultiTaction **Site Manager** for remote management of interactive displays.

You could also find a prototype of Android on MultiTaction and a demo of **Hybrid Tracking**, MultiTouch’s new technology that allows interactive displays to be used in bright external lighting conditions

MultiTouch debuted the **MultiTaction Codice**. Personalized for each user in the form of a 2D barcode, Codice allows all digital signage, and other interactive display users, to send content directly to their emails just by using their personal ‘Codice’ marker.

An interactive display can simply read the 2D barcode to show, send and receive information resulting in a highly personalized digital signage experience.

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Codice is based on MultiTouch's proprietary **Enriched Reality** technology and can be printed on any object such as cell phones, tickets, loyalty program cards or visitor badges. They can even be printed at home and used with any Codice-enabled interactive display. By briefly showing the Codice marker to the display, the content shown is automatically sent to the email address that the content owner has assigned to that specific marker. This transaction is also recorded so the content owner has a real-time view of their clients' interests.

Each Codice marker is unique and every individual has their own, personal code that is used to send content or to identify the user for personalized and exclusive content. Codice markers are managed by the content owner that can integrate the Codice information into any CRM or loyalty program they are using. The uniqueness of Codice markers is controlled by MultiTouch DRM Server that guarantees that the same code is never in use by more than one person. MultiTouch DRM Server has a capacity for more than 4 billion unique codes.



The Codice brings two improvements over existing interactive methods -- the cost is low, and instead of a generic page or email that a QR code launches, the content can be personalized and identify the user. The content owners plug into MultiTaction Codice service by purchasing Codice licenses that are added to their existing CRM or loyalty program.

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While MultiTaction Codice markers are controlled by MultiTouch's DRM server, MultiTouch also offers an entry level system that comes free of charge with MultiTaction displays.

Go [MultiTaction Codice](#)