



SURFACE HAPTICS AND THE FUTURE OF TOUCHSCREENS:

Cultivating Rich and Immersive
Customer Experiences Using the
Mimo Vue with TanvasTouch®

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The groundbreaking Mimo Vue with TanvasTouch utilizes revolutionary surface haptics technology to allow users to feel what they see on screen, cultivating engagement and rich touch experiences in retail, conference rooms, museums, and many other applications.



The term “touchscreen” conjures the idea of immersive interactivity. Why is that? What’s so great about touching a screen?

Imagine if, instead of simply touching a screen, the content on the screen reacts to your touch and you can physically feel the difference between things on the screen. That’s a truly immersive interactive experience.

That’s exactly the case with the new Mimo Vue with TanvasTouch. This groundbreaking new device utilizes the most impressive surface haptic technology to-date to deliver a new layer of interactivity to digital signage, conference rooms, and more inside one of the industry’s most reliable touchscreen displays – the Mimo Vue.

The new Mimo Vue with TanvasTouch allows users to feel what’s on screen, from the treads of a tire to the scruff of a beard, adding a rich, multi-dimensional experience to touchscreen interactions.

This creation is the result of a partnership between **Mimo**, global and industry-leading manufacturer of monitors, displays, and tablets, and **Tanvas**, the pioneers of surface haptics. The partnership resulted in the revolutionary Vue with Haptics, a step into the future of interactive displays that brings true touch to the touchscreen.

In order to fully understand the technology, however, it’s important to understand how the Mimo Vue with TanvasTouch® came to be and how it can be utilized by customers to increase engagement and cultivate meaningful experiences.



A PERFECT PARTNERSHIP

"They tracked us down," says David Anderson, President of Mimo. "They came up to the office, and we had an initial meeting with their technical team. That was just before InfoComm 2018."

Tanvas is a technology company. Mimo is a hardware manufacturer of premium displays. That's how the partnership between Mimo and Tanvas began – while Tanvas supplies the surface haptic technology, Mimo leverages its high-quality touchscreen displays to apply the technology. Customers get the best of both: design, easy installation and 24/7 durability. This system is primarily engineered for profile that minimizes clutter and enhances the user experience.

The Mimo Vue is a market-leading display that offer bright screens, seamless commercial and corporate user operations, offering a powerhouse system in a sleek profile that minimizes clutter and enhances the user experience.

TanvasTouch is not a typical haptic technology. Surface haptic technology enables programmable textures on flat, physical surfaces that can be felt with the swipe of a finger. Devices that are touch-enabled by Tanvas can both provide and receive touch input.

While traditional haptic technology uses only vibration to simulate feel, Tanvas technology modulates friction. It offers the ability to both sense finger position and provide haptics simultaneously, as well as the ultra low latency of sensing to produce haptic response with no perceived lag, and the haptic waveforms that produce life-like effects.

"It's about using friction, which is really the main force between your skin and the surface, and manipulating it in conjunction with the finger's movement," says Ed Colgate.

"The sorts of things you feel are textures, the edge of something, events such as hitting a ball or flicking a switch, and you can even create the illusion of shape on a surface. Even though that surface is perfectly flat, with our technology you can create a pattern of forces that your brain interprets as subtle shapes on the surface," he says.

In short, Tanvas haptic technology is like no other haptic technology on the market and Mimo provides the most reliable, durable, flexible displays available in the space. With Mimo Vue with TanvasTouch, customers get to leverage the benefits of both.

THE TRUE POWER OF MIMO VUE WITH TANVASTOUCH

While customers will surely find unlimited uses for Mimo Vue with TanvasTouch there are several potential use cases that demonstrate just how important this new technology is.

Retail Environments

"Advertisers are always looking for something new and innovative—something to grab attention," says Anderson. "With the amount of signs out there now, there's a lot of digital noise. What can advertisers add that's new and innovative to grab someone's attention?"

The Mimo Vue with TanvasTouch offers something that every advertiser is looking for – further customer engagement by allowing the customer to truly interact with the touchscreen and thus, capturing their attention for longer.

It also offers something every customer wants – more information and real-time feedback to help them make the right purchasing decision and feel confident in their choices. Together, the solution revolutionizes retail spaces by offering an entirely new experience.

Today, brick and mortar retailers are using smaller physical footprints with a more limited inventory, operating showroom style. This means that perhaps customers aren't able to feel or see the items directly in the store.

The Mimo Vue with TanvasTouch® can provide a flipbook catalogue, complete with physical response. Customers can feel the fabric texture, understand the product edges, and more. The Mimo Vue with TanvasTouch® keeps them on the screen for longer, and the likelihood that they find the product they can't go without increases.

"Where you get someone's attention for seconds today, you can get someone's attention for minutes using Vue with Haptics," says Anderson.



Experiential Environments

Museums, conferences, festivals, educational environments – any of these experiential spaces can be enhanced with the Mimo Vue with TanvasTouch.

Positive touch interaction leads to attention, recall, and an affinity for what's on the screen. Walk into many museums and you'll find digital displays in many exhibits. You'll also find many attendees glancing at the screen before moving along.

"By giving people an idea of what something not only looks like, but what it feels like creates a positive experience and should draw people in," says Anderson.

When customers can physically interact with information about a sculpture, fossil, or exhibit, they will engage with and retain that information more fully. This raises the potential of museum's ability to cultivate interaction and engagement with audiences.

But the possibilities are endless: conferences showcasing products, festivals highlighting different areas to visit, college campuses encouraging students

and visitors to learn more about the school, feeling the subtle strokes of a masterpiece painting.

Any experiential environment is improved when they can provide more information to the guests in a relevant and engaging way.

Conference Room Environments

In conference room environments, work must get done without the interference of technology. In today's age of control and automation, many meeting areas are managed by a touchscreen tablet.

You can turn on the videoconferencing system, adjust the light settings, open or close the window shades, and much more. Insert the Mimo Vue with TanvasTouch and users can feel the GUI controlling the room. Folks running the meeting can focus on the task at hand while they manipulate technology in the room, allowing them greater flexibility and less hassle.

Without looking at the screen, they'll feel the switches and knobs to control everything from lighting to videoconferencing systems. The Mimo Vue is already a staple in these environments, reliable, durable, and flexible enough to handle any automation system – add TanvasTouch and there is no need to pause a meeting to fiddle with the interface.

This is especially helpful for visually impaired employees. Being able to orient on a keyboard or dialing pad is extremely important, and visually impaired employees can have a difficult time working with a standard touchscreen.

The Mimo Vue with TanvasTouch offers those employees the same benefits any other user would get – the ability to easily manipulate systems on a screen. They'll feel the response.

"Flat touchscreens are great unless you're visually impaired," says Anderson.

"Adding the sense of touch back to a piece of glass so you can find buttons and align yourself is beneficial."

CASE STUDY: GILLETTE BABYFACE CAMPAIGN CASE STUDY

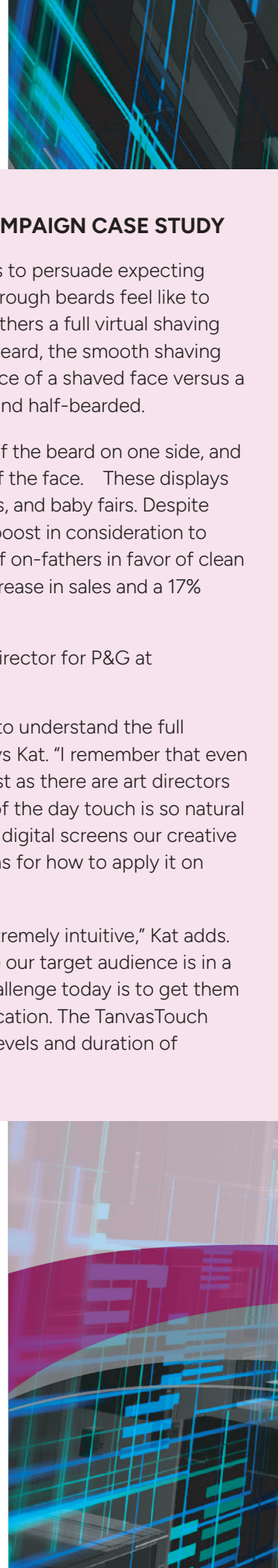
The goal of Gillette's BabyFace campaign was to persuade expecting fathers to shave by showing them what their rough beards feel like to babies. Tablets allowed expectant and new fathers a full virtual shaving experience, allowing them to feel the rough beard, the smooth shaving cream, the drag of the razor, and the difference of a shaved face versus a beard using an illusion of a man half-shaved and half-bearded.

TanvasTouch gave the feel of the roughness of the beard on one side, and that feeling disappeared on the shaved side of the face. These displays were featured in maternity wards, birth classes, and baby fairs. Despite having 80% market share, Gillette saw a 15% boost in consideration to shave among expected fathers. The number of on-fathers in favor of clean shaving grew 30%, while Gillette saw a 9% increase in sales and a 17% increase in brand equity.

Gilad Kat, Europe Communication Planning Director for P&G at Mediacom, designed the advertisement.

"Like any new technology it took some time to understand the full potential of smart haptics in storytelling," says Kat. "I remember that even the mere fact that haptics designers exist just as there are art directors was surprising to me at first. But at the end of the day touch is so natural to our day to day that when it arrived for the digital screens our creative was very quickly coming up with tons of ideas for how to apply it on many projects.

"We found it to be surprisingly stable and extremely intuitive," Kat adds. "In a world saturated with screens and where our target audience is in a constant multi-tasking mode our biggest challenge today is to get them to notice us and invest time in our communication. The TanvasTouch software enabled us to get unprecedented levels and duration of attention to our brand story."





PURCHASING, PROCURING, AND UTILIZING MIMO VUE WITH TANVASTOUCH

The Mimo Vue with TanvasTouch can be purchased the same way as any Mimo product and customers can expect the same top-line quality, deliverability, and customer service Mimo prides itself on. As far as hardware goes, there's nothing that precludes the ability to be built in volume. What that means is that you can procure the system readily and scale up as much as needed as the system delivers increased engagement to your organization. Meanwhile, software partners will support remote content management, with more to be announced.

Programming surface haptics is as simple and versatile as creating an image, and those files can be handled through any number of typical digital signage content management software on the market.

"The haptics becomes an image not unlike a visual image. It's just grayscale," says Anderson. "Those files can be handled through a number of the normal digital signage content management software that's out there. It's just another file type that needs to be managed and sent to the screen. The back end is there already."

That makes it easy and flexible from a programmer's standpoint, says Colgate. "They just think about where they want something to be, what they want it to feel like, and draw a picture that corresponds to that," he says. "We also build out tools that help people express their intent, called the Tanvas Viewer, which allows people to get the feeling that they want right."

In terms of the back end, the image is just another file to be managed and sent to the screen. Third-party content creators and internal designers alike will find the TanvasTouch technology intuitive and fun to work with. That isn't to say Tanvas is totally out of the picture – the company will be training experts to help users create and develop campaigns that fully utilize the power of TanvasTouch and its haptic technology.

In a business sense, implementing Vue with haptics will be no different than implementing any touchscreen tablet. The procurement, implementation, management, and content creation are effectively the same.

The only difference is that, with Mimo Vue with TanvasTouch, you get an added layer of engagement and interactivity that can bring untold ROI to your organization.

To learn more about Mimo Viue with TanvasTouch® or order:
<https://www.mimomonitors.com/collections/tanvastouch-products>

