

# TYPES OF EXPERIENCE TECHNOLOGY



Gestural  
Interactive



Touch  
Interactive



Augmented  
Reality



Virtual Reality



Wearables



Mobile – RFID,  
NFC, Social

# Experience Technology Definitions



## **Gestural Interactive**

Attendees use simple gestures to control or interact with devices or display screens without physically touching them.

Attendees touch devices or display screens with touch-sensing surface, like a touch screen or track pad. A multitouch display screen enables wiping and rotating, which offers enhanced user and virtual object interaction.



## **Touch Interactive**



## **Augmented Reality**

a technology that superimposes a computer-generated image on a user's view of the real world, thus providing a composite, enhanced view.

The computer-generated simulation of a three-dimensional image or environment that can be interacted with in a seemingly real or physical way by a person using electronic equipment, such as a helmet with a screen inside or gloves fitted with sensors.



## **Virtual Reality**

# Experience Technology Definitions



## Wearables

Wearable technology (also called wearable gadgets) is a category of technology devices that can be worn by a user, and often include tracking information that sync with a mobile device.

**Attendees use their mobile device to opt into experiences, download apps or share information socially.**

**Mobile tracking options include:**

**RFID** - (radio-frequency identification) refers to a technology whereby digital data encoded in RFID tags or smart labels are captured by a reader via radio waves.

**NFC** -is a short-range wireless technology that enables simple and secure communication between electronic devices. It may be used on its own or in combination with other wireless technologies, such as Bluetooth. The communication range of **NFC** is roughly 10 centimeters.

**Social Codes:** Unique to each user, information can be shared using social codes, like QR Code, SNAPCHAT Code or INSTAGRAM Code



**Mobile – RFID,  
NFC, Social**

# Three Types of Engagement

## 1

### PASSIVE

**GOAL:** Attract people who walk by to stop at booth

**Attendee Requirements:**

Attendee's presence is their opt-in.  
Needs to be easy and intuitive

**Benefits:**

No/low barrier to entry  
Captures everyone in area  
Creates opportunities to start conversations  
Good for high traffic areas

**Ex:** Watching a demonstration

## 2

### ACTIVE

**GOAL:** get attendee to spend more time and engage on booth

**Attendee Requirements:**

Needs to be inviting, as the attendee has to make a **decision to participate**  
Requires longer in booth dwell times

**Benefits:**

Attendee spends more time on booth engaging  
Opportunity to gather more info about attendee

**Ex:** Playing a game

## 3

### IMMERSIVE

**GOAL:** Provide a more comprehensive education, information an entertainment experience.












































**Attendee Requirements:**

Requires attendee to decide to suspend reality.  
Requires more time and energy from attendee

**Benefits:**

Attendee Open to learning and information  
Longer time on booth

**Ex:** VR experience, haunted house




Type	Interactive Category	Tool for	Budget Range	Size Options	Max # of People	Time Req	Barrier to Entry	Socialized	HW
 Gestural Interactive			\$-\$\$						Interactive Camera, Screen, Computer
 Touch Interactive			\$-\$\$		<b>1</b>				Touch Screen, Computer
 AR*			\$-\$\$\$						Interactive camera or smart phone or tablet, AR Targets
 VR			\$\$-\$\$\$		<b>1</b>				Computer, VR headset, headphones
 Wearables			\$-\$\$		<b>1</b>				Wearable, like smart watch + attendee opt in
 Mobile*			\$-\$\$\$		<b>1</b>				Attendee's mobile, and/or sensors




 Passive  
 Active  
 Immersive

 Entertain  
 Educate  
 Data  
 Socialize


**1** One  
 Many

 :06 +  
 :60 +  
 2:00+

 Low  
 Med  
 High

 Yes

\* Can be used in combination with other tech for more robust experience