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Educational Attractions: EyeClick Joins Forces with Salitek to Create Cutting-Edge Interactive Walls



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EyeClick and Salitek are excited to announce their new partnership and future goal of providing innovative end-to-end multimedia solutions. Merging EyeClick's exciting interactive software with Salitek's cutting-edge systems creates an added potential for catching a consumers' attention

Orion MPDP screens, distributed exclusively in the United States by Salitek, are considered some of the best on the market today, touting features such as the world's only bezel less LFD flat panel video wall with a seam less than 2.2 mm, excellent color imagery, and a superior hi-definition picture.

"Salitek is very honored to partner with **EyeClick** to distribute these innovative, interactive solutions," comments Salitek's President **Vince Schuster**, MBA, CTS, ISF-C, DSDE, "bringing further synergy to our portfolio of VideoWall and video display offerings." "We are furthermore, very pleased by the positive response to the EyeClick interactive demonstration which was presented on an Orion 3X3 MPDP wall in portrait mode, featured in our exhibit booth at InfoComm 2010 in Las Vegas".

"As video walls are Salitek's specialty, EyeClick technology adds another dimension to the already eye-popping platform; when large multi-screen installations are enhanced with interactive capabilities you are not only projecting exciting content, but the viewer becomes engaged with the subject matter," states CEO and founder **Ariel Almos**.

These companies' combined technologies have already brought a new wave of out-of-home advertising options for clients. On a recent collaboration with Pearl Media, as part of a marketing campaign for a brand new smart phone, large interactive window displays were installed across the United States. Urban pedestrians were encouraged to engage in the vibrant, motion-activated games centered on the new smart phone and its unique features. The game garnered over 25,000 registered participants in its four week campaign as well as countless spectators.

Today, brands are no longer limited by one-dimensional advertising to reach their target audience. This synergized solution adds value in retail stores, entertainment venues, and any other public locations. EyeClick and Salitek look forward to developing future projects using this revolutionary marketing platform.

About EyeClick Ltd.

EyeClick Ltd. (www.eyeclick.com) specializes in creating inventive products that transform designated spaces into magical experiences. The company's EyeStep, EyeTouch and EyeBoard products open up a world of possibilities for brands to effectively communicate with target audiences in out-of-home locations. EyeClick has helped leading brands, from Samsung and Volvo to NASA and GE, transform their floors, walls and window areas into spectacular interactive displays that leave a long-lasting impression on consumers. EyeClick gives event and trade show organizers, retailers, advertisers and media companies the ability to showcase rich interactive digital content in public spaces, including convention centers, promotions, malls, airports and chain stores.

About SALITEK

Salitek (www.salitek.net), founded in 1999, is the premier North American specialty distributor of Flat Panel Video Wall Solutions, providing visual display technologies including M-PDP, LCD, DID video wall and signage, EyeClick Interactive Solutions, AV Stumpfl Wings Platinum video wall control and projected image processing, and related ATA travel cases.

Salitek provides exceptional sales, marketing, and depot level service support to the professional audio visual system integration, VAR, rental and staging professional, architects, and the A/V consultants.



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