

# PRESS RELEASE

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## **Dreamoc mixes real products with virtual content**

Animated text floats above a mobile phone which is placed in a display. Video images seem to stream from the phone screen. This brilliant eye catcher is possible with the Dreamoc. A unique product display created to mix floating animations, video images and text projections with physical objects.

Design and operation of the Dreamoc are as simple as possible. That makes it easier to integrate or combine the Dreamoc with other product presentations. Despite its great achievements, the original Dreamoc has easy to handle dimensions (395 x 526 x 401 mm). The Dreamoc is also available in an XL-size (1142 x 776 x 620 mm). This larger model has more space for physical products, can show larger holographic images, is full HD and has an audio option.

The Dreamoc really enhances marketing communication on the shop floor. This is one of the reasons for the many awards the Dreamoc has won. At the Popai Awards, the awards for 'marketing at retail', last year in Prague the Dreamoc won no less than three awards, including best digital communication and best technical innovation. Moreover, the Dreamoc was declared overall winner.

Communication agency Quince is official distributor of the Dreamoc. It can delivered including content. Specific tailor-made concepts are also possible. Furthermore, Quince can provide all sorts of interactive possibilities, such as push buttons, sensors or webcams. The Dreamoc can be updated via the internet. The Dreamoc can even be used for narrowcasting. Quince can adjust the Dreamoc completely to realize specific wishes of the customer.

For more information, go to :

<http://www.quince.nl/products/dreamoc/dreamoc.html>

*Quince is a communication agency with expertise in the field of digital media, online marketing and action marketing within the retail and b-to-b market. At the strategic level concepts and campaigns are developed and in-house implemented by one of the four disciplines that constitute the agency. The four disciplines are print media, digital media, marcom software development and events.*

### **For additional information please contact Quince.**

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