



SIA CAMERACTION

What is SIA Cameraction?

It is a technology developed by SIA Interactive that allows one or more people to interact with graphic applications through a video camera that captures their body movements. SIA Cameraction is based on advanced algorithms of image recognition and prediction. With this technology, participants can interact with a virtual setting in real time, using their own body as the communication medium.

What is it used for?

This novel technology has many applications, including 2D, 3D and Virtual Reality games where participants use their body as the mechanism for interaction. Instead of using a joystick, push button or a gun, a video camera captures a player's movements, allowing him/her to kick a ball, select menu options or move a character across a screen.

SIA Cameraction is a solution developed by SIA Interactive in order to respond to the needs of the international promotional market, which is increasingly demanding in terms of coming up with new original proposals and presenting a high-quality final product.

Why SIA?

Since 1993, we have worked on developing interactive marketing solutions.

We are leaders in applying new technologies to the promotional market. This includes everything from the use of interactive games with touch screens to the development of immersive Virtual Reality experiences.

In this respect, SIA Cameraction is a new step in the search for solutions that allow our clients to surprise their consumers.

INTERACTIVE ADVERTISING WITH SIA CAMERACTION

The SIA Cameraction technology can also be used to offer high-impact interactive advertising by projecting images on novel places like the floor of a shopping mall, a supermarket wall, or a shop window. For example, a person steps on a certain spot and an animation inviting him/her to interact with a product catalogue begins. Or a giant screen hung in a shop window reacts to the movements of people who are on the other side of the glass.



Game with image projection at malls, Argentina



// Coca Cola booth, La Rural Expo, Argentina



// Ballantine's parties, Spain

Associated advantages



High impact, attracts visitors
 Novel
 Allows users to interact with company information (like a catalogue projected on the floor)
 High perceived value

Interaction devices

The participant's body

Places for use

Thoroughfare
 Sales points
 Trade shows and special events
 Expos

SIA

Experience
 Integral production
 Presence in more than 10 countries in Europe and the Americas
 Creativity and technology