CeBIT 2016: Accessing information with ease and style

Reception areas of companies and institutions are well suited to inform visitors about their organization and their offers. Using InfoLand, Fraunhofer researchers demonstrate at this year's CeBIT in Hanover how easy exciting, visual information journeys can be created.

(Singapore / Darmstadt / Graz) In the world of business, it is not unusual to have to wait for your conversational partners for a few minutes in the lobby of an office building. Usually, you reach for a brochure lying on a table there and leaf through it for a while to pass the time. The waiting time is made much more exciting and interactive with the Fraunhofer InfoLand application. The researchers of Fraunhofer IDM@NTU and Fraunhofer Austria have jointly developed a presentation tool which whisks visitors of the company away on an informational journey as soon as they reach the reception area, that is enjoyable whilst presenting the company and its products. InfoLand has already been installed as a bespoke version at the Fraunhofer sites of Singapore, Graz and Jakarta among other places.

InfoLand was developed to convey complex information in an interactive and fun manner. It combines texts, images, videos and 3D models in creating a virtual experience. In the German Embassy in Singapore, InfoLand runs on a large multi-touch screen, which, similarly to an oversized smartphone, is operated by the touch of a finger. The "Discover Germany" application used there invites embassy visitors to discover the latest news about Germany. You move through the visual world that intelligently guides you to the further details in the form of animated information points by means of an intuitive finger swipe.

InfoLand is designed in such a way that it can be used on virtually any system. State-of-the art 3D Internet technologies that have been designed mainly by Fraunhofer IGD make this possible. "Data for the virtual journey are entered quickly and easily," explains Professor Wolfgang Müller-Wittig.
of the Fraunhofer IDM@NTU. "Media can be inserted by means of a simple
drag-and-drop sequence and are thus immediately available as a new
information point." If current events are displayed, every authorized party
can update the contents quickly and easily even if a customer is using the
presentation at that time. No programming skills required.

Professor Müller-Wittig and his team will be presenting InfoLand at this
year’s CeBIT in Hanover at the Fraunhofer Stand, in Hall 6, Stand B36,
from March 14 through 18.

Image: Using InfoLand, complex matters can be conveyed in an interactive and fun
manner such as the energy values of a University Campus. (© Fraunhofer IGD)
Profile

Fraunhofer IGD is the world’s leading institute for applied research in Visual Computing. Visual Computing is image- and model-based information technology and includes computer graphics and computer vision, as well as virtual and augmented reality.

In simple terms, the Fraunhofer researchers in Darmstadt, Rostock, Graz, and Singapore are turning information into images and extracting information from images. In cooperation with its partners, technical solutions and market-relevant products are created.

Prototypes and integrated solutions are developed in accordance with customized requirements. In doing so, Fraunhofer IGD places users at the forefront, providing them with technical solutions to facilitate computer work and make it more efficient.

Owing to its numerous innovations, Fraunhofer IGD raises man-machine interaction to a new level. Man is able to work in a more result-oriented and effective way by means of the computer and visual-computing developments. Fraunhofer IGD has more than 200 employees and budget amounts over 19 million euros.