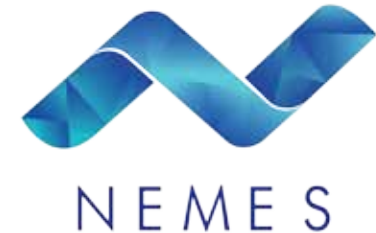# GESTO

MULTIMEDIA TECHNOLOGY

THE COMPANY

Nemes is a "system integrator" specialized in developing solutions for the Communication market, using the most innovative Visual & Interactive technologies.

With extensive experience in the Information Technology sector, in 2004 Nemes creates the brand **Gesto**, under which its **R&D** department designs and develops solutions applicable to museums, showrooms, exhibitions, events, hotels and other environments related to Public Administration.

Holograms, touch screen systems, virtual environments and interactive projections are just some of the technologies that are offered, in a sector in which the continuous and rapid evolution of digital communication is still in progress.

Nemes supports its customers at all stages of the creative process, from technology scouting up to the realization in an all-in-one solution including hardware, software, contents, installation and service.

The focus is to provide a **flexible and unique service**, focused on the latest technological devices and systems and to create solutions according to customer requirements.

NEMES

GESTO
MULTIMEDIA TECHNOLOGY

MULTIMEDIA RESTAURANTS.it

TOTEM OF DESIGN
LUXURY DESIGN FOR MULTIMEDIA

OUR SOLUTIONS

Displays Videowall Projections

Holoscreen
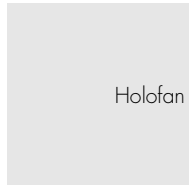
Digital Signage

Holoprisma

Holoemotion

Holofan

Holototem
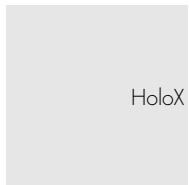
Holoview

Holosign

Holodisplay

HoloX

Holomove

Magic View

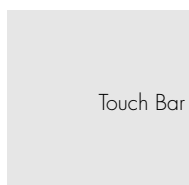Touch Screen

Interactive Table

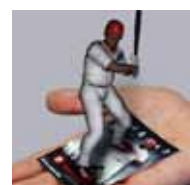Totem of Design

Interactive Window
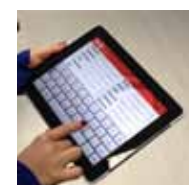
Magic Walk

Touch Bar

Augmented Reality

Touch Data Manager

Software

Multimedia Restaurant

DISPLAYS, VIDEOWALL AND PROJECTIONS

The integration of **monitors, video walls** and **projection** is more of a suggestion environments and the continuous evolution of these technologies allows them to fit always more assiduously in all forms of communication.

The human being is naturally attracted by the movement and the use of these digital solutions provide strength to your communication message.

Relying on professional and reliable technologies is the key of success for the right communication.

- Display of different sizes
- Projectors
- Projector Screens
- Brackets and fastening systems
- Videowall structure
- Large Public Displays
- Personal Computer
- Networking

Holoscreen is the solution to create oversize images using a highly sophisticated technological support with great design effect.

It consists of a polymer film that is applied on a sheet of plexiglas or glass and through the use of a projector allows viewing of images, photos, videos and animations.

The effect of the moving image that materializes on the screen gives a fine impression of immateriality making sure the results of high emotional impact.

- High definition
- Optimal contrast ratio
- 180° viewing angle both horizontal and vertical
- High design and and high-tech looking
- Lightness
- Customizable dimensions
- Black screen effect for high contrast contents
- Transparent holographic effect
- Mirror effect
- Piezoelectric effect
- No maintenance costs
- Thickness from 1 to 12 mm
- Touch screen

DIGITAL SIGNAGE

The **Digital Signage** is a new way of communicating, based on digital messages transmissions through an electronic display.

Contents are highly customizable and can be of different type, like **advertising** or **amusement**.

Images are dynamic, that's why it's a very strong appeal on the public. Moreover, you can plan and distinguish your campaign, according to timing schedule or locations.

- Graphic interface easy to manage
- **Different multimedia formats supported**
- Each display controlled one by one
- **Remote control**
- Split content display in several areas
- Archive available from different locations
- **Print expenses reduced**
- **Speeds up** communication times
- Web/printing contents re-used
- More efficiency
- Commmunication process speed-up
- Perfect for meeting rooms, shops, receptions, exhibitions

The Holoprisma is real brand new in the world of marketing and communication.

It's a **tridimensional holographic display** which combines real products and virtual reality!

The Holoprisma by Gesto lets your campaign be different from all others and be **100% eye-catcher**.

- Easy set-up
- 180° view
- Only one start-bottom
- **USB contents** upload
- No need of dark environment
- Easy transport
- Present products in an innovative way
- Customizable colors
- **3D** graphic effects
- **Real** products combined with **virtual** contents
- Highlights objects of great value
- Perfect for products launches, events, showrooms, shops, museums, exhibitions

HOLOEMOTION

Holoemotion is the new technology based on a high definition projection system.

Thanks to a sophisticated special film 100% transparent, you can create a absolutely realistic projection of anything: an object, a logo, animation and even the image of a person.

Holoemotion was created using a combination of existing high technology and components developed specifically for this futuristic form of rear projection.

- Contents and software development
- No limitations on the playlist
- Large format display (10 meters)
- Real integration in the architecture of the environment for a hidden installation
- For events or fixed installations
- In correct light conditions the screen is invisible
- For indoor as well as outdoor installations
- 3D contents using 3D modelling software
- Suitable for: events, showroom, museums, fairs

Holographic hot spot to represent logos and objects thanks to a high brightness led system.
The circular shape of the images that is generated helps to arouse an effect of novelty and particularity that helps to capture the attention of visitors and customers.
Graphic animations convey a strong sense of depth and are clearly visible even in bright environments.

Synchronization software allows you to coordinate the content between different systems to create bizarre shapes and fascinating geometric patterns.

- High brightness
- Join multiple systems for bigger animations
- WIFI controller
- Mp4 supported
- Availabe in 2 or 4 blaes for a better resolution

HOLOTOTEM

Along the corridor or as a divider between rooms, the **Holototem** is particularly suitable because it has a limited depth and thanks to its transparent structure it amplifies the holographic effect.

It thus becomes a piece of furniture capable of capturing people's attention to make them stop and be interested in the products and services offered.

There is no need for wall fixings and it can be customized in terms of colors and type of coating.

- Hologram size from 65 up to 150 cm
- Noisless
- Safe
- Transparent structure
- Base in varnished wood, lacquered or other finish
- Brochure holder as option

Holographic device for use in shops, fairs, events, museums to represent animations of 3D components or graphic effects in holographic mode.

The system allows viewing the hologram on the front in full screen both in 4: 3 and 16: 9 formats in different sizes.

Self-sufficient unit that only needs one power outlet.

The digital content will be played autonomously without the need for intervention. The holographic display can be inserted in one niche or up column thus allowing a vision loop of the object increasing the depth effect of field.

- FULL HD resolution
- 4:3 or 16:9 format
- Size from 19'' up to 84''
- Player multimediale incorporato
- Embedded multimedia player
- Aluminium structure
- USB update
- No contents limitation

HOLOSIGN

Holosign is an innovative communication digital device that combines the brightness of a high brightness led display with a transparency effect that makes it aesthetically less invasive than traditional LED wall.

The structure of **Holosign** consists of a series of led strips interspaced between them allowing in this way the light goes through. The led stripes are enclosed in an aluminum structure protected by a glass. This frame is hooked to a base from the ground or fixed to the wall or ceiling by cables or suspension hooks.

- Brightness from 3000 up to 5000 nits
- For indoor, front shop window and outdoor
- One or two sides
- Resolution from 192x192 up to 256x320 for sqm
- Transparency > 50%
- Refresh rate 4800 mhz
- Viewing angle 120°
- Embedded multimedia player
- More panels can be joint to create a bigger surface
- Digital signage software available

HoloX transforms the concept of a hologram into a form innovative that integrates with the customer's products or that provides particular furnishing elements that make it a decorative element rather than a technological device.

It can be used as a protected display case of products or as a digital column to support objects available to customers.

Embellished with leather or other decorative elements can fit from the museum to the shop, from the fair to the venue for events.

- High resolution up to 4K
- Optimal contrast ratio
- Structure with customizable colors and materials
- Innovative
- Modular options
- Transparent holographic effect
- Integrated player for playing content in loop

HOLOMOVE

Holomove is an innovative form of communication and multimedia promotion to capture the attention of people in physical environments. The holographic device is integrated inside the backpack which is comfortable and easy to transport.

The graphic contents are stored within the portable memory and are repeated without interruption.

Power is guaranteed by a compact power bank which allows it to work for several hours.

- High resolution
- Optimal contrast ratio
- Viewing angle 180° both horizontal and vertical
- Innovative
- Light weight
- Transparent holographic effect
- Autonomy up to 6 hours
- Can be used in open places such as squares or in events and fairs

Impress with the "WOW" effect using **Holodisplay**, the first invisible screen. **Holodisplay** is the ideal solution to capture the attention exploiting the effectiveness of a transparent screen that lets you combine multimedia contents and real objects all-in-one. You can increase the effectiveness of your message through this formidable technology applied to an easy installation system. You do not need any constraint of brightness as in similar solutions based on projective systems. Using an interactiveinterface, you can extend the features with an even more unique and emotional user experience.

With **Holodisplay** technology is communication.

- Unique effect
- Real object and multimedia contents together
- Realization of holographic effects
- Usable in normal light environment
- Easy to install and use
- No lamp maintenance as no projector is requested
- Touch screen enabled
- Easy to change contents
- Available in different format
- No special technical skill required for standard installation
- Suitable for: showroom, fairs, events, museums

MAGIC VIEW

Imagine to be in a virtual world and to be able to experience something new and exciting. The contents become the protagonists of a new way of communicating. From the macro to the micro cosmo dimension, there are no limits to the settings that you can recreate.

Thanks to **Magic View** is possible to increase the effectiveness of a presentation conference or a trade show improve learning and stimulating the 'participants' attention.

It's the first system for immersive experience to amplify people's attention on the content.

Magic View is the new frontier of digital communication.

- Immersive 3D Environment
- Customization of the contents and the animations
- Creating storyboard on communication needs
- Two modes of motion: tour and free
- Experience in the virtual world in real time mode
- Different graphic effects
- Usable models imported from modeling software
- Audio support Interaction with virtual elements

It's a technology based on big size LCD monitor or multimedia totem.

The monitor can be hanged on the wall, fixed in the floor or set-up within an event preparation.

In this way, the monitor becomes an advanced communication tool.

- Easy set-up
- Existing monitors turned into touch screens
- Easy to transport
- **Different formats** available
- **Light Touch** to interact without pressure
- Multi-touch gesture functions
- User friendly interface
- **Hi-resolution** images
- Simplicity of access to information
- Fast and easy contents update
- Front desk activities reduced
- Perfect for offices, shops, receptions, exhibitions, museums, meeting rooms, showrooms

INTERACTIVE TABLES

The interactive tables are very user-friendly but at the same time able to create involving and amusing customers'experiences.

Multi-sensory, involvement and interactivity are the right keywords to define this system, and they represent the up-to-date hi-tech communication.

- **Simple and fast** to set up
- Easy to transport
- USB **plug-and-play** connection
- User friendly interface
- **Full touch display**
- Different colors, sizes and shapes available
- **Customizable** system
- Intuitive
- Smart design
- Usable as work table
- Perfect for offices, shops, receptions, exhibitions, museums, meeting rooms, showrooms

Totem of Design aims to combine innovation and Made in Italy style to create a unique technological product. Digital hardware becomes a design product able to meet the functional need linked to the content and aesthetic pleasure of the user.

In this perspective the design activates the emotional aspect, generating an interest in primarily aesthetics of the product and, subsequently, of its functionality specific. Each of our products is to be considered a harbinger of its own history, inimitable and unique, making itself suitable for any luxury setting.

- Italian design
- Precious materials
- High customization level
- Made in Italy quality
- Exclusive finishes (wood, stone, leather)
- Professional FULL HD display
- Interactive touch screen (IR and P-CAP)
- SSD memory

INTERACTIVE WINDOW

The solution to **convey information** through the window of a shop or an office. Communicate with your customers **24 hours on 24, 7 days out of 7**.

Through the interactivity applied to the window glass, visitors can navigate the media content that you have made available.

New technologies offer the possibility to **broaden the opportunities** for communication offering solutions more flexible and versatile.

The emotional experience that will be transferred to your visitors will help to promote corporate image and expand number of potential contacts.

- **Communicate your products / services** 24 hours on 24, 7 days out of 7
- Dynamic images to capture attention
- **Vandal-proof**, the technology is installed inside
- Feedback **usage statistics**
- Available in different sizes, from 32 '' 100 ''
- Can be installed on proof and security glass
- Software customizable to your market
- **Multilingual**
- Ideal for: shops, exhibitions, museums, reception

Floor and wall can be virtually changed, thanks to the new technologies existing.

Floors are not only walking surfaces but animated surfaces, thanks to specific software which are able to change them into water lakes or flowered lawns.

As a consequence, each action and movement let the floor environment change: Gesto can transform every surface into beautiful **interactive display**.

- **Simple set-up** inside the ceiling
- User friendly
- **Different graphic effects available**
- **Customizable** with videos and images
- Funny and attractive products promotions
- Suggestive interactions to attract attention
- **Marketing and entertainment** put together
- Logos, products, and messages are revealed after engaging and exciting interactions
- Perfect for events, exhibitions, museums, showrooms, shops and receptions

TOUCH BAR

This is an extremely innovative communication tool with multi-touch technology, able to change the way people will approach your company in the future.

Its' a discrete and appealing tool, the surface appearance can be changed from liquid to solid and react without being pushed.

- User friendly
- Waterproof system
- **Multi-touch technology**
- Marketing and entertainment put together
- **Customizable**
- Different graphic effects
- Strong visual impact
- Perfect for events, exhibitions, receptions, showrooms

The **augmented reality** is the latest news in the communication field, which permits to expand reality and its perception through virtual contents.

For example, the augmented reality lets a brochure or a catalogue virtually turn into their contents, going beyond the boundaries. In this way, it creates a new relationship between users and contents.

The augmented reality is highly able to catch people's attention, involving and amusing so that the message, the product or the idea to communicate are symbolically linked to the future.

- **Client and product** interaction
- Overlapping between **real and virtual elements**
- Unlimited chances to create additional contents
- Strong visual impact
- No need to adapt the product
- Interactive packaging
- High-impact presentations
- Different possibilities to change and transform products
- Perfect for events, marketing & communication campaigns, museums, exhibitions, shops

TOUCH DATA MANAGER

Interactive multimedia software to organize contents of products and services for sales or marketing purpose.

Designed to make the most of touch technologies becomes a digital container for the different types of digital files.

The navigation structure is adaptable and can be **personalized in the layout.**

There are several modules to represent the contents at the best.

- Local installation, don't need for internet connection
- Video catalogue for the salesforce
- Adaptable to the resolution and display orientation
- Video and images screen saver module
- Postcard effect with flip function
- Questionnaire
- Protected web browser
- Grid effect
- Multilanguage
- PDT and PPT support

Gesto develops interactive applications for the Tablet PC combining techniques programming with graphic skills. Applications can be "off-line" or "on-line" services accordingly to customer needs.

The interactive content integrated with graphic animations generate real multimedia catalogs able to attract the user's attention and involve them in the communicative process.
The **software** is implemented on the basis of a shared project with the customer, integrating peripherals, accessories or other systems.

- Development of custom applications
- Integration with social media
- Business games
- Integration with augmented reality
- Hire device
- Ideal for data collection in fairs, events or street marketing
- PC, Iphone, Ipad, Ipad Mini, Android, Windows RT, Windows 8

MULTIMEDIA RESTAURANT

TouchMenu is the revolution that Multimedia Restaurants has created for your restaurant.

An interactive Totem with customized software designed to explain all the dishes in detail and in each language served in your restaurant with photos, descriptions and videos.

A simple and functional element to present your services in an innovative way to your customers.

- Interactive display
- High brightness
- Multilanguage
- Easy to update
- Multiple layer navigation system
- Daily menù module
- Customizable layout

Contact us for a demo

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