

Blackberry technology at FluxTrend Review

The 2010 FluxTrend Review Conference next Thursday, 25 February 2010, powered by BlackBerry, is a snapshot of the state we're in across a number of industries that have a direct influence on our daily lives, the way we interact with each other and the way we do business. Research in Motion (RIM), the company behind BlackBerry, will be using "cutting-edge technology" from Media Republic to showcase its brand and solutions at the event.



Says Dion Chang, MD of Flux, "It is fantastic to work with a partner such as BlackBerry who is leveraging the latest display and presentation technologies to showcase its offerings. In line with the conference's focus on future trends, it is aligning its brand with the latest technologies in the market. These cutting-edge technologies are sure to bring the brand to life in a very vivid way during the conference."

Some of the Media Republic solutions used to showcase BlackBerry at the event will include:

- uTouch range of touchscreen interactive surface platform solutions turn any glass panel into an interactive touch screen surface. The touchscreen will display a large virtual smartphone with an exact replica of the device's menu that users will be able to navigate with touch.
- iWall can transform any standard wall or surface into a fully responsive and interactive space. It can be used as either a front or rear-projected system. It will be used to display the branding in a dynamic way that brings a sense of movement into the venue.
- Dreamoc is a TFT/LCD based 3D display for the retail industry that integrates one or more physical items with a holographic 3D effect. A 3D hologram will showcase the features and benefits of the smartphone to conference delegates.

The conference takes place on Thursday 25 February at the UJ Arts Centre Theatre, Kingsway Campus, Auckland Park, Johannesburg.

The conference is aimed at corporate companies, big brands, media planners, strategists, marketing managers, advertising agencies, media agencies and anyone who needs to navigate the ever-changing face of South African business.

The cost of R2280 (inclusive of VAT) per delegate includes finger lunch, tea break refreshments and goodie bag plus free entry to Digital Lab workshop on Friday 26 February.

To book online and for more information, go to www.fluxtrends.co.za, email or call the Flux office on tel +27 (0)11 726 5528.

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