

Two Rays Exhibit

Location: Kelly Tarlton's Antarctica Encounter & Underwater World, Auckland, New Zealand

Design: The Complete Package Ltd

Date: December 2004

Client: Tourism Holdings Ltd

Size: 12.4sqm

This large interactive installation provides visitors at the Stingray Bay development with access to information about stingrays. These screens are thought to be the largest touch-enabled surfaces in the world.

Using fixed signage and interactive media, the concept was developed from an existing prototype of a large touch-screen system. This was built into the touch framing system of the large-scale exhibit enclosure, enabling the design to be calibrated accurately.



Photographer: Kevin Wright

The 4.6m-wide exhibit comprises of two large touch-screens, backlit information panels and audio-visual features. Selected hotspots within the design are placed at a lower level to ensure accessibility for younger visitors. The content for the interactive LCD screen is easily updatable using the Internet, with the opportunity for special offers and promotions to be implemented immediately.

The vast size of this touch-screen signage has the potential for use in many public places for effective visitor information delivery.

The project was developed in collaboration with Next Window Limited, Rodier Menu & Display Systems and Special Blend.