

Cape Town – April 2010

Tactile Technologies Puts the Future of Motion on Display

The 80th Geneva International Motor Show took place between 3 – 14 March at the Palexpo Convention Centre. This show is not only known for exhibiting the best cars of today, but also introducing new models, prototypes and concept cars navigating the future of more ecological and economical vehicles.

South Africa stood proud as Optimal Energy showcased its innovative Joule, Africa's first battery electric engineering masterpiece. The silent passenger vehicle is manufactured as a standard five-seater offering a safe, optimal, no-compromise, zero emission urban driving experience.



In November 2009, Clickthinking, a strategic partner to Optimal Energy, selected Tactile Technologies for the design and development of an interactive touch screen kiosk solution to be utilized during the motor show.

The quest was clear – to design quality performance kiosks that would compliment the display of the elegantly curved Joule and meet the high standards maintained by Optimal Energy.

The kiosk enclosures included a webcam facility to allow visitors to capture images of themselves on pre-selected backgrounds and email them to family and friends. In addition it included a head-set to listen to supporting audio without the distraction of the bigger event.

The application developed by Clickthinking showcased the technology behind this masterpiece including the full feature set of the vehicle, vehicle configurator and animations.

“We are very pleased in selecting Tactile Technologies as our partner in this initiative. Their understanding of the touch environment and attention to the smallest detail allowed Clickthinking to focus entirely on the development of the application without worrying about the hardware component. We look forward to working with Tactile as our touch partner of choice going forward,” said Clickthinking Operational Director Niel Bornman.