

The Digital Interactivity Landscape*

State of the Industry

April 2021

COMPUTER VISION

Analyzing live camera feeds using artificial intelligence to extract information like age, gender, body count, attention, and more.

VOICE

Use of the spoken word to express desire.

GESTURE CONTROL

Use of non-verbal human movement for expression.

TOUCH EMULATION

Recognizing classic touch-based interaction like tap, drag, and spread without actual screen contact.

SENSORS

RFID: Transmission of a unique ID, using radio waves, from a tag to a receiver.

BEACONS: Information broadcast over a short distance from small wireless transmitters, using Bluetooth, to any listening device.

ENVIRONMENT (e.g. Motion, Light, Temperature): Devices activated by a change in the natural world.

SMARTPHONE AS REMOTE CONTROL

Transmitting classic touch-based interaction like tap, drag, and spread using a smartphone.

TANGIBLE OBJECT RECOGNITION

Items whose physical presence and orientation on the screen can be detected and differentiated from other objects.

WORKFLOW AUTOMATION

Asynchronous communication between otherwise independent applications and services.

TOUCH TECH

PCAP: Touch causes change in electric currents.

INFRARED: Touch interrupts beams of IR light.

SURFACE ACOUSTIC WAVE: Touch absorbs ultrasonic waves.

OPTICAL: Cameras detect objects or object shadows.

RESISTIVE: Finger pressure creates a contact between metallic layers.

COMPUTER VISION

FACEFIRST

OpenVINO

sightcorp

KA I R O S

taggalo

RetailNext

glueck

Quividi

Affectiva

beabloo

inReality

AD Mobilize

Cognitec

releyeable

VOICE

amazon alexa

Google Assistant

VOICEGAIN

AssemblyAI

SPEECHMATICS

MIRI INTERACTIVE

trint

Siri

GESTURE CONTROL

intel REALSENSE

gest

ultraleap

neXmosphere

MANOMOTION

Clay

TERABEE

GestureTek

TOUCH EMULATION

AIRxTOUCH

KIOSK INNOVATIONS

neonode

EXACT SOLUTIONS

AMERIA

TouchNetix

SENSORS

RFID

neXmosphere

ELATEC

Eccel

MIFARE

Blue Bite

Phidgets

CONFIDEX

HID

LUX

RFIDdirect

flowio

Great Creativity

AUTOMATED CORPORATION

ASSEMBLY

AVERY DENNISON

core|rfid

BEACONS

Radius Networks

Meeblue

kontakt.io

MOKO SMART

FEASYCOM

MINNEW

ENVIRONMENT

neXmosphere

Honeywell

Meeblue

life.augmented

ANALOG DEVICES

libelium

OMRON

TE

Phidgets

TDK

TEXAS INSTRUMENTS

arm

SMARTPHONE AS REMOTE CONTROL

freetouch

KIOWARE

TANGIBLE OBJECT RECOGNITION

[promultis]

interactive scape

ideum

EXACT SOLUTIONS

eyefactive

DISPLAX

MULTIACTION

WORKFLOW AUTOMATION

IFTTT

zapier

Pabbly

elastic.io

workato

integromat

leadsbridge

tray.io

automate.io

Jitterbit

Node-RED

piesync

Microsoft Flow

StackStorm

FLOGO

wyzebulb

built.io

TOUCH TECH

PCAP

EXACT SOLUTIONS

SONY

TSi touch

DISPLAX

elo

UI CO

ND

TouchNetix

PLANAR

SCHURTER

ZYTRONIC

XENARC

PHILIPS

LG

mimo

ViewSonic

SAMSUNG

Digital Touch

ClearTouch

prestop

utouch

ideum

INFRARED

SAMSUNG

MULTIACTION

TSi touch

LG

EXACT SOLUTIONS

TOUCHIT

SHARP/NEC

ViewSonic

PQ Labs

ClearTouch

HITACHI

StarBoard

prestop

utouch

SONY

SURFACE ACOUSTIC WAVE

PLANAR

elo

OPTICAL

TSi touch

SHARP/NEC

elo

YOUTOUCH TECHNOLOGIES

utouch

prestop

RESISTIVE

mimo

PLANAR

elo

XENARC

SCHURTER

*Suppliers of CMS-neutral technology that can trigger a response in Digital Signage and DooH content.