10 REASONS WHY YOU SHOULD BE USING INTERACTIVE TOUCHSCREENS FOR YOUR BUSINESS

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1. According to scientist's people have been left with a shorter attention span that a goldfish since the mobile revolution began.

However, it's not all bad news, the ability to multi-task has improved. Interactive touchscreens give you the opportunity to present ideas using dynamic content from websites, apps, images, your own files, brilliant 4k videos and collaborate with colleagues easily. Your audience is used to touch technology, bring it into your meeting rooms and benefit from that familiarity, it's like a giant tablet on the wall! Oh, and if you are interested, gold fish are believed to have an attention span of 9 seconds whilst we are a second behind!

2. It's an engaging experience.

Work together in an effective and efficient way; people actively participate because the technology is easy and familiar to use, you get more effective and more exciting collaboration on a touchscreen, people feel confident getting up and writing or drawing and navigating the content they want. Presenters can deliver really dynamic sessions using content from the web quickly and easily during sessions.

No reams of paper to keep track of, make your notes collectively on screen. Display people's thinking, use the touchscreen to make giant Gantt charts or action plans for all to see. Easily move ideas and group things together and enable everyone to see the thinking that is going on in the room, then simply share the file after the meeting; interactive touchscreens can synergise your business processes.

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3. Office workers sit through an average of 6,239 meetings in their career – make these more interactive, collaborative and organised.

Interactive touchscreens can help facilitate brainstorming sessions, make sure the solution you choose includes interactive digital software that can make it easy to get everyone's ideas down. IWB Pro, is one such software that has an infinite canvas which means that everyone's ideas can be on screen at once so you can work together to arrive at the solution.
It becomes easier to present ideas in a way that fosters discussion with interactive collaboration software designed for interactive touchscreens you can set up collaboration sessions so that people in the room can connect to the interactive touchscreen using their own devices and collaborate on content interactively.

Interactive video conferencing and collaboration software like VCC makes it easy to set up sessions with remote colleagues, where you can talk, listen and collaborate together. All you need to do is add a webcam to your interactive touchscreen and you can collaborate on a shared canvas.

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4. Lower running costs and more energy efficient than traditional projector systems.

If you've used a projector system you'll know that the replacement bulbs can be expensive, interactive touchscreens are like PC's - maintenance is minimal. If you've got the projector mounted to the ceiling you also need to be able to access the filter to clean it which can be tricky, an interactive touchscreen just needs a quick wipe with a damp cloth.

A typical projector system with an attached PC uses around 1010w of energy whilst a 55" interactive touchscreen with an integrated PC uses around 220w of energy giving you considerable savings on running costs. Crucially, the lifespan is impressive too; if you were to use an interactive touchscreen 8 hours a day, 5 days a week it could run for 25 years before needing replacement!

5. Content is vibrant and clear and visible to the whole room

Interactive touchscreens can come with anti-glare coating which means that content is crisp and clear in daylight – no need to dim the lights or close the blinds keeping your colleagues and customers engaged with your content. With the option of HD and UHD displays dazzle your colleagues and customers with cutting edge visuals.

In a clarity test case, a panel of training personnel were invited to compare a 55" interactive touchscreen with an 84" traditional projector system. The test was conducted in daylight – 100% of the panel agreed that text could be clearly read at the foot of the 55" screen whereas none could read the same text at the foot of the 84" projector. The difference in clarity is startling and means you can often invest in a smaller interactive touchscreen for your meeting room and still benefit from brighter more visible content.

6. The new alongside the old

Access all your Windows software just like you would on a laptop. Microsoft Office applications can be opened and used on the large screen – the touch interface makes easy work of accessing inking and annotation tools. Most interactive touchscreens support at least 10 points of touch and come with stylus pens – but don't worry if Pete from HR swipes them, using your finger or any stylus will work just as well. Some touchscreens also give you access to Google apps so you can use your favourites for meetings, training and sales activities.

Whilst it's great to be able to use your Office applications you'll now have access to interactive software designed especially for interactive touchscreens, for example IWB Pro is a digital whiteboard with annotation tools, handwriting recognition, mini apps (like screen recorder, magnifier, screen grab and more) and easy access to your cloud files. The technology doesn't' limit you to slide driven presentations.

7. Making it easy to accommodate different learning styles

People learn in different ways.Interactive touchscreens can give you easy access to the web, apps, software, videos, HD images, sound, drawing and annotation tools and more.

The tactile touchscreen surface (the iBoardTouch incorporates scratch resistance for the multi-use environment) allows ways for people to interact with each other and work together to arrive at the solution, making sessions really engaging and productive.

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8. Connectivity

Interactive touchscreens have multiple connectivity ports so you can connect other devices in the room, one of the most common connections you'll use is a HDMI to the interactive touchscreen and then HDMI to your laptop. You then connect the USB touch between the two and you can then interact with the content on your laptop from the interactive touchscreen – no pen drives to prepare, just instant connection. Of course, if you have a pen drive, all you do is plug it in and you can access these files just like you would on a PC.

Some interactive touchscreen solutions are integrating wireless screen mirroring too, often this will require participants to download an app which will connect them to the interactive touchscreen so they can then mirror their device onto the interactive touchscreen from their seat so the whole room can see the content they want to share.

9. What's your Wi-Fi password?

If you frequently have guests to the office that need to use your Wi-Fi network to get online you've heard that question many times. Give them access to the internet without having to pre-arrange temporary visitor passwords or worrying about them having access to other things on your network (like shared storage and printers).

Some interactive touchscreens will allow you to create a secure wi-fi hotspot (with optional password) for your visitors directly from the touchscreen, keeping your network secure whilst still allowing your guests quick access to the internet by searching and connecting to the visible network.

10. Create a meeting or huddle space wherever you need it

An interactive touchscreen with integrated PC needs just one plug to power it making it really flexible. Pairing an interactive touchscreen with a mobile floor stand (the installation process is simple and straight-forward) means you can move it around as needed giving you a meeting environment or huddle space wherever you need it.

Just move it into position, plug it in, turn it on and it's ready!

INTERESTED IN PURCHASING IBOARDTOUCH TECHNOLOGY OR HAVE A QUESTION CONTACT: INFO@IBOARDTOUCH.COM

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