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Canadian retailer Garage adds interactive window

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MONTREAL — iGotcha Media, providers of turn-key interactive digital signage solutions, announced the launch of an interactive window display at Garage's flagship Montreal store, located at the corner of Peel and St-Catherine streets. Garage is a shopping destination for fashion-savvy girls.

The Garage interactive display consists of a 60-inch image that is projected onto an interactive touch-foil affixed to the inside of the window. This advanced foil provides a touchscreen interface and makes the application responsive to touch from the outside.

Upon touching the window, a menu of interactive options allows the user to access detailed product information, log onto the Garage Web site and contribute to message board discussion groups. When not in use, promotional videos and fashion photos are displayed.

"We are delighted to be showcasing iGotcha's interactive touch screen at our flagship Montreal store," said Anna Martini, president, Groupe Dynamite. "As a retailer catering to teenagers and young women, we believe that this state of the art medium is ideally suited to our market. Our clientele is incredibly active online and we believe that they will respond very favorably to this innovative campaign because it is informative, technologically sophisticated and a lot of fun."

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