

# AIRxTOUCH chosen by Arendt to provide their Luxembourg headquarters with touchless interactive technology.

**Luxembourg · November 21, 2022** — iNUI Studio is proud to announce the opening of a new vertical market – corporate industry – with the successful deployment of 29 of their interactive AIRxTOUCH<sup>®</sup> KIOSK at the headquarters of Arendt.



## **NEW WORLD, NEW CHALLENGES, NEW SOLUTIONS.**

The pandemic has accelerated the democratization of hybrid work. Maintaining the social cohesion in that context can be very challenging. Especially in fast growing companies like Arendt, which has more than 1.000 employees in Luxembourg.

The law firm was seeking for an interactive solution to create an innovative and casual channel of communication with their staff, bring them services while reinforcing the social cohesion. With the staff in mind, Arendt has chosen a touchless solution enabling safe interactions to equip each Coffee Corner of the 2 buildings. Thanks to these interactive displays, they can interact with plenty of modules such as real-time traffic conditions, upcoming events, restaurant menu, internal communications and

downloads. They can also share their thoughts replying the surveys, browse the photo reports to remember past events and share the screen with a colleague to have some play!

The interactive content delivered on the kiosks is directly managed by the Marketing & Communications Team of Arendt using SKA, the Azure cloud-based software platform also developed by iNUI Studio. This no-code solution enables Arendt's Marketing Team to stay focused and have all hands on their communication strategy, without having to think about technical aspects.

“After an adjustment phase, we have noticed a strong enthusiasm from our staff to use this new communication tool. The usage statistics are very encouraging and this new format allows us to communicate more creatively on a wide variety of subjects” said **Marie-Adélaïde Leclercq-Olhagaray, Director of Marketing & Communications, Arendt.**

“Aesthetic has always been at the epicenter of the concept when we designed our product. Installing our systems in such beautiful buildings as Arendt's is really great. The systems have been produced with an exclusive “Frosted white” accent color and they have been fixed to the wall, resulting in a very neat setup. Providing prestigious clients in the corporate industry for their Coffee Corners and Reception areas is a part of our business development strategy, in Europe and North America.” said **Olivier Raulot, Founder and CEO, iNUI Studio.**

“The way employees can communicate and connect with each other is crucial in a well-oiled workplace. The interactive AIRxTOUCH® KIOSK in combination with iNUI's software platform allows organizations to help their employees feel heard, improve efficiency and provide an entertaining experience. Samsung's professional displays have been an essential part in creating this stable and safe environment that performs on the highest level. said **Kristof Willems, Head of Product Management, Samsung Benelux.**

“The AIR TOUCH® technology aims to replace the traditional touch screens that are very present in public spaces, as contactless technology has become almost indispensable today. A solution that CK intends to offer to its customers in many different fields. Chosen as a trusted partner by iNUI Studio, CK now ensures the official distribution, installation and support (first and second level) of AIRxTOUCH® KIOSK in the Grand Duchy” said **David Gray, General Manager, CK Group.**

## **AIR TOUCH®, THE TOUCHLESS TECHNOLOGY MADE IN LUXEMBOURG**

After debuts across Europe for Public transports, Airports, Tourism and in Canada for the foodservice industry, AIRxTOUCH® KIOSK's are now deployed at scale in the Grand Duchy.

Based on powerful proprietary image processing algorithms, the patented AIR TOUCH® technology delivers exceptional mid-air interaction (4 cm from the screen) and the most complete User

Experience available on the market. Allowing click, double-click, drag & drop, slide, zoom interactions – with a precision of 3 mm – AIR TOUCH® is as easy to use as a conventional touch device.

The AIRxTOUCH® KIOSK solution integrates the Samsung QMB Series 55" Display, which delivers intelligent UHD upscaling and rich flawless colours with Dynamic Crystal Colour. Featuring a slim design, the screen provides ultra high-definition 4K resolution, creating lifelike images with sharp-picture quality.

### **About iNUI Studio**

iNUI Studio is a deep tech company based In Luxembourg. The firm has developed and patented AIR TOUCH® (granted in the USA and Europe), a technology based on the recognition of gestures in real time allowing touchless interaction.

### **About Arendt**

We are lawyers, regulatory consultants, business advisors, tax, corporate and funds services experts. We bridge the gap between legal advice and its implementation. We take an integrated approach to solving your business issues. We are Arendt - Luxembourg's leading legal, tax and business services firm.

### **About Samsung**

Samsung Electronics inspires the world and shapes the future with transformative ideas and technologies that give people the power to discover new experiences. With a constant focus on innovation and discovery, we keep redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and memory, system LSI, foundry and LED solutions. Samsung Electronics is committed to improving the global community and delivering groundbreaking innovations that enhance people's everyday lives.

### **About CK Group**

Since 1946, CK Group has been active in two areas: business support for companies and sports in the Grand Duchy of Luxembourg. The company has grown significantly by keeping up with the latest technological and sporting innovations. As a specialist in document and information management, our primary mission is to guide you along the path to digital transformation. We support your digital evolution, improve the work experience of your employees and make your organization more efficient. CK, your partner for your needs in products, solutions and services for the office automation world in Luxembourg since 1946.

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