



Pressrelease

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Nada Yada launches new interactive table in Scandinavian design

Swedish company Nada Yada announced today their new product Tap Table, combining advanced touch technology, natural user interfaces and Scandinavian design. The interactive table makes it easier than ever before to showcase a company's brand in for example a lounge or a meeting room.

They say first impressions last, and that's why Malmö-based company Nada Yada specializes in creating complete packages for interactive marketing in for example receptions, meeting rooms or events. Using an interactive table, customers can experience an immersive brand experience and interact with images, movies or other content while for example waiting for a meeting. Tap Table can also be used as a sales tool or at events and tradeshow. The concept is clear: Interactive technology, that is easy to use, packaged in Scandinavian design.

Christian Johnsson, CEO Nada Yada says: "In my experience from the touch business, companies are usually very good at either software or hardware. When I meet clients, they are often very compelled by the possibilities in using a touchscreen as a marketing tool, but it was always difficult to find a complete, integrated solution that was easy to get started with and to use. With Tap Table, a company can literally be up and running in 15 minutes. All they need is to load images, movies and other content on a USB stick."

Nada Yada based their solution on technology from leading touch company Flatfrog, which offers very high optical quality and extremely good touch performance, even for multiple users. The software can be adapted to fit the user's needs, and comes from Swedish Touchtech and Portuguese Unedged, among others.

"The key to our success is to combine leading hardware with the best possible touch software, and we can now offer a complete turn-key solution for lease that becomes a powerful, interactive marketing tool, suited for exclusive environments", says Christian Johnsson.

Tap Table will be launched at the Swedish golf event Åhus Masters 1st August, where the Tap Table will be used as an interactive presentation tool and also show social media posts from the competition.

For more information, contact Christian Johnsson, CEO Nada Yada AB

cj@nada-yada.com

+46 707381384

About Nada Yada AB

Nada Yada is a Malmö based consultancy company, specializing in touch and other interactive technologies that can create new marketing experiences. The company was founded in 2008 and all employees have thorough experience from interactive technology companies in Sweden and internationally.