

## Microsoft Surface™ Solutions

Microsoft Surface represents the next generation of customer digital interaction. It breaks down traditional barriers between people and technology, providing effortless interaction with digital content that moves beyond the mouse/keyboard experience. With its natural user interface, Microsoft Surface allows people to interact with technology the same way they have interacted with everyday things all their lives, with their hands, with gestures and using real world objects.

With Microsoft Surface your customers can experience your products and services from an entirely new perspective. It can help you grow your business by:

- Enhancing the customer experience
- Increasing customer loyalty
- Attracting new customers with brand-new offerings
- Reducing service costs



As one of the first official Microsoft Surface partners in the EMEA region, ALK Solutions provides turnkey solutions for this innovative technology — from assistance with initial purchase and maintenance to application development and consulting for the realization of your ideas.

## Application Development

Microsoft Surface fundamentally changes the way we interact with digital content.

Experience and technical expertise are required to confront the many new challenges posed by the implementation of this interaction model.

ALK Solutions possesses the know-how required to take full advantage of Microsoft Surface. We can develop customized Microsoft Surface applications for your business, and are on call to assist you every step of the way, from initial requirement analysis to implementation and subsequent maintenance.

Our application development services include:

- Natural User Interface (NUI) methodology
- User experience design
- Windows® Presentation Foundation with Microsoft Surface extensions
- Microsoft Surface core with XNA® support

- W-LAN, Bluetooth, Tag integration
- Modification of the Microsoft Surface Application Suite
- Customized attract applications, out-of-order and error screens
- Integration with existing IT systems

## Consulting

Microsoft Surface is an innovative technology that marks the beginning of a new era in user interaction. Specialized know-how is required to successfully deploy it.

ALK Solutions provides a broad spectrum of consulting services for the quick and seamless integration of Microsoft Surface at your business. ALK Solutions assists you every step of the way, from choosing the best physical location for installation to the assessment of ambient lighting conditions.

Our consulting services include:

- Assistance with purchasing Microsoft Surface
- Planning of optimal location for installation
- Assessment of lighting conditions
- Installation
- Branding in accordance with Microsoft Surface branding guidelines
- Maintenance, including camera calibration

## Further Information

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