



VIOSO receives Viscom Innovation Award

At the trade fair taking place in its home town, the Düsseldorf software manufacturer is presented with the award in the "Signmaking PoS" category

Düsseldorf, 05 October 2009– The software manufacturer VIOSO has won the Viscom Innovation Award 2009 in the "Signmaking Point of Sale (PoS)" category. The company is being honoured for its smartprojecting software. The prize rewards outstanding innovations in visual communication. VIOSO GmbH is the only award winner in this category.

The award was presented in Düsseldorf in October on the occasion of Viscom 2009, the international trade fair for visual communication. "We are immensely proud to have received the Viscom Innovation Award. After all, a jury made up of renowned industry experts did the judging and singled smartprojecting out for special praise," explained VIOSO boss Benjamin Fritsch.

smartprojecting makes the use of various types of projector for presentations or demonstrations simpler and more flexible. The program ensures optimum image quality in both colour and form.

If you use a digital camera as well, you can achieve excellent results even without a suitable projection surface. smartprojecting is, for instance, capable of making the necessary adjustments to produce a pixel-perfect result when projecting an image onto coloured wallpaper or a particularly uneven wall.

One use of smartprojecting is as a marketing tool at the point of sale in order to illustrate more vividly to customers the properties of products and how they work. Since not all retail spaces are ideally suited for the use of projectors, the flexibility of the software plays an important role.

About VIOSO

VIOSO's history begins in 2004 at the Weimar Bauhaus University with the "smartprojector" project. With the foundation of VIOSO GmbH in 2007, the innovative idea of "projection onto any surface" was introduced on the market in the form of a software product and has been developed further ever since. Today, a growing team of currently 13 employees is working to realise VIOSO's goal: "The international standard software for projection!"

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