

## **Joystick-controlled Fylingtable for product presentations premiered at Euroshop**

Düsseldorf, 06.03.2017 **Hovering above a 160 x 80 cm stainless steel plate, products such as mobile phones, model cars and cosmetics can be guided in any desired direction. An interactive form of product presentation that will delight visitors and add a focus of attention to showrooms and shop windows.**

Designer items manufacturer Usables is premiering its Fylingtable at Euroshop. Objects hover at a height of about 50 mm above a table-sized plate, with a red joystick inviting interested onlookers to take control. On the in-built display with a diagonal of over 150 cm, supplementary information is presented.

### **Taking control**

The Fylingtable can be operated by mobile phone, tablet computer or by means of special sensors – even through a shop window pane. The combination of levitation and lateral motion is reminiscent of the “hoverboard” in the movie “Back to the Future”, though its operation is child’s play.

### **Gamification for even greater appeal**

“There are lots of exciting ways of entertaining customers with a levitation game – be it a journey through time, a race game or a trans-continental tour. The perfect way of presenting products not only stylishly but also with state-of-the-art technology,” says Usables Managing Director Oliver Plantenberg. Exhibition stand builders, shop fitters and agencies are assisted in the development of customised solutions.

### **Innovative technology**

While the Transrapid magnetic levitation monorail from Siemens and ThyssenKrupp had fixed rails, all directions are possible with the Fylingtable. The elaborate calculations required for this are performed by two independent microprocessors. The technology familiar from Usables’ Gravity Lifter has been developed further for special applications.

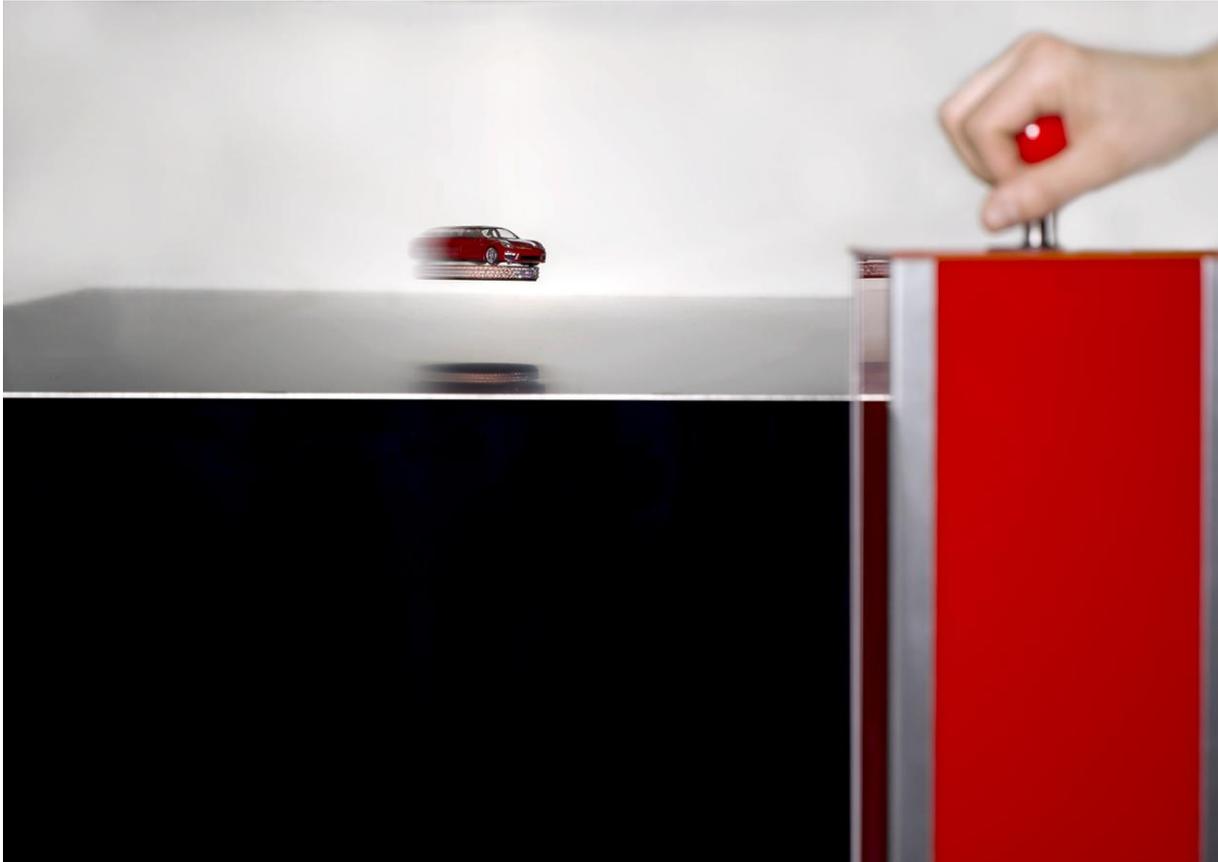
### **Design**

The brushed stainless steel plate fixed with 52 visible screws “gives the Fylingtable a highly technical but also clean look”, explains designer Julia Eisenberg. Shiny black panels create a monolithic aura. The appearance can be adapted to customer needs.

The Fylingtable is available for hire and sale as of now. Further details can be found at [www.usables.de](http://www.usables.de)

334 words, 2211 characters

## Images:



High-Resolution press pictures for print and web usage:

<http://www.usables.de/presse.html>

## About Usables:

Usables GmbH develops unusual design objects and giveaways in Düsseldorf's Media Harbour. Its small, 12-strong team registers several ideas for patent each month. The objects are built under contract in Düsseldorf and environs. Usables has won a number of design and innovation awards such as Red Dot, Popai in Paris and Superstars.

## Press Contact:

Oliver Plantenberg  
Usables GmbH  
Kaistraße 12  
40221 Düsseldorf (Germany)

Telefon: +49 211-68819525  
E-Mail: [o.plantenberg@usables.de](mailto:o.plantenberg@usables.de)

Website: [www.usables.de/eng](http://www.usables.de/eng)

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