

TRUST THE CLOUD



Introduction

Trust The Cloud

Trust The Cloud is an innovative project destined to broaden and improve the experience of escalator users. It combines escalators with Cloud connected audiovisual equipment. The unique pilot installation contains an interactive escalator that leads its users to an interactive air cushion that is connected to a cloud environment.

Collaboration

Trust the cloud is a special collaboration between Mulder Montage, Studio Stomp, Publi-Air and Phanta Visual. Knowledge and skills are combined in new technologies, resulting in a unique combination of Business and Art.

About Phanta Visual



As advisors, architects and suppliers of innovative and reliable AV installations, we work with clients large to small, in the cultural, educational and business sector. Phanta Visual understands the art of creating new worlds in images and sound. We are a flexible organisation with qualified employees. We find it important that our staff has the chance to grow and develop their skills. The open work atmosphere stimulates us to find and develop creative and smart solutions and techniques. We make dreams come true, and love what we do. Our clients praise our performances and service.

"WE LOVE FINDING NEW WAYS TO MAKE A PROJECT HAPPEN AND ENGAGE WITH THE AUDIENCE".



**AIM TO
AMAZE**

About Mulder Montage

Mulder Montage offers complete service provisions to manufacturers and operators of escalators and moving walks worldwide. From installation, disassembly, completion and making installations operational up to and including transport, temporary storage and maintenance. As well as comprehensive services, Mulder Montage is specialised in developing innovative products for escalators and moving walks. The engineering department combines their practical expertise and experience with the latest techniques and develops products that contribute to the quality, safety and the lifespan of the installations.

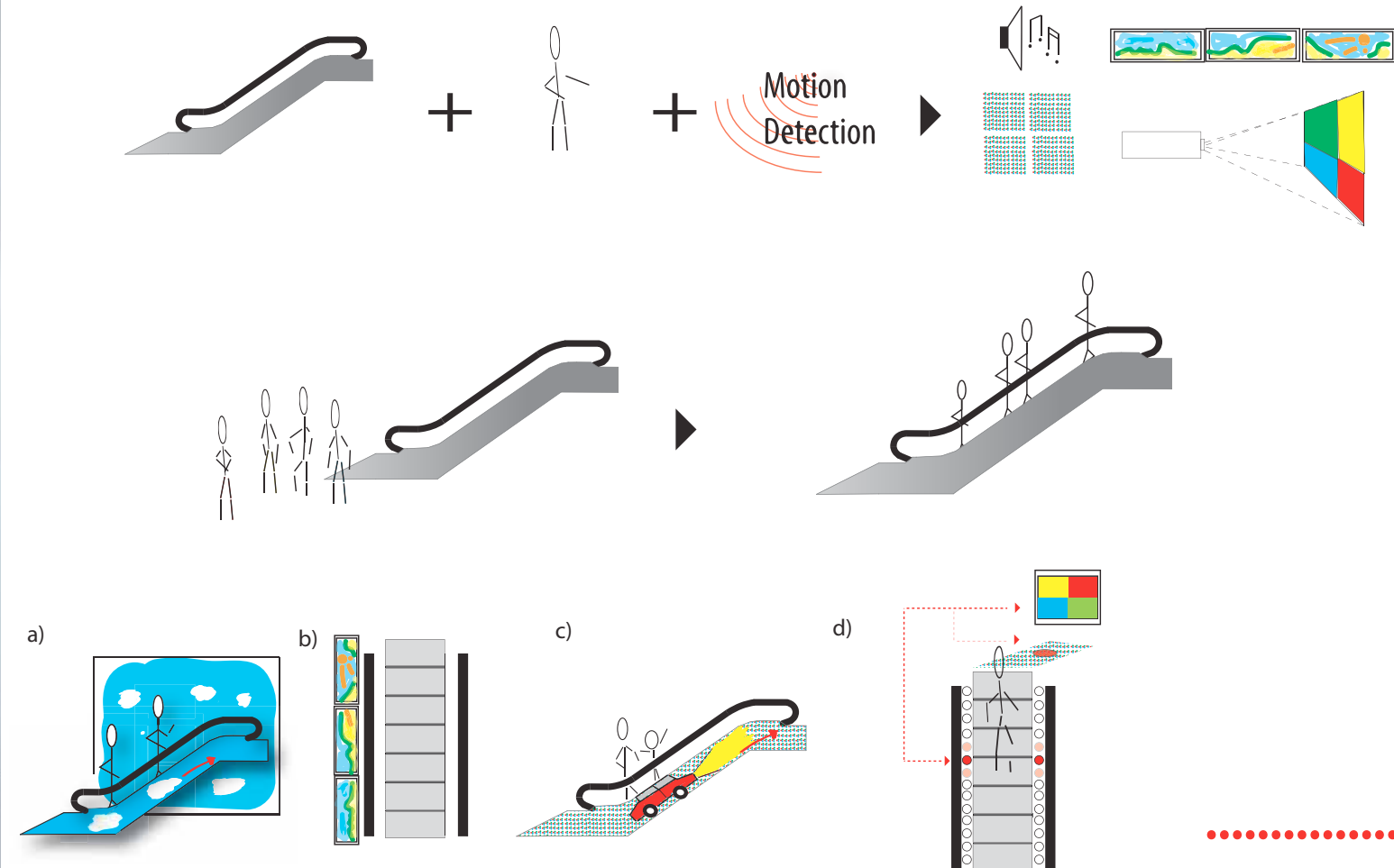
FOR MANUFACTURERS AND OPERATORS OF ESCALATORS AND MOVING WALKWAYS



Applications

The innovative potential of 'Trust The Cloud' offers a wide range of applications, that can be developed in close collaboration with our clients into custom made installations. The connection between sensors and audiovisual equipment and the digital web transform the use of the escalator and air cushion into a personal experience.

As seen in the images below there are various applications on and around the escalator. The images on the LED panels on the side, for instance, can continue seamlessly into a LED wall in the back (a); the images move along with the elevator (b); and on the LED panels on the side (c); a LED strip produces light that follows the users on the escalator and activates the LED wall at the end (d).



About Stomp



Studio Stomp delivers digital experiences and products that activate people and strengthen the relationship between people and brands. Stomp translates communication concepts into smart functional applications and beautiful innovative user experiences.

WE SERVE THE CREATIVE INDUSTRY - ADVERTISEMENT AND
DESIGN AGENCIES - DELIVERING ENGAGING INTERACTIVE
VISUAL EXPERIENCES.

About PubliAir

Publi-Air specializes in custom inflatable advertising; the possibilities are endless. From small point of sale inflatables to giant rooftop inflatables of up to 100 feet high! Not only do we make custom inflatables, but we also make advertising helium blimps as well. The products of Publi-Air are the result of 40 years of experience in the industry. Publi-Air is not only active in The Netherlands, but in other countries as well. Looking for a strikingly new way to advertise? Then contact Publi-Air to receive a quote on your custom inflatable today.



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