

3M Debuts Interactive Virtual Presenter at South by Southwest Interactive

Digital Interactive Avatar Helps Conference Attendees Find Panels & More

Imagine a world in which you don't need to speak to a car salesperson to get a trade-in quote, or a restaurant hostess to find out the wait time, or a hotel concierge to find the hottest city attraction. This world of dynamic digital merchandising is now possible as [3M](#) debuts its first fully integrated, interactive [Virtual Presenter](#) at [South by Southwest Interactive](#) (SXSW).

SXSW attendees can interact with the life-like digital avatar through a [touch screen](#) to get conference panel recommendations, learn more about 3M through a game-like interface, and share information about their Virtual Presenter experience with friends on Facebook and Twitter. The new addition of a programmable touch panel to the 3M Virtual Presenter now unlocks the possibility for countless interactive applications.

Three Interactive Virtual Presenters will be on display throughout the [Austin Convention Center](#) during SXSW Interactive 2013 for attendees to be inspired by the possibilities of this new technology. These helpful "guides" will be on hand at the Connection Centers ([outside exhibit halls 2 and 4](#)) and the 3M Interactive Lounge ([Meeting Room 1](#)) to assist conference attendees with information.

"The interactive 3M Virtual Presenter represents the next generation of interactive digital communication," says Bill Hibbard, 3M Business Development Manager. "While virtual presenters have been seen at trade shows, airports and drugstores during the past few years, 3M's new integrated, interactive virtual presenter provides the opportunity to capture data, generate leads, customize content and drive social engagement. With all the creative minds and innovation leaders coming to Austin this week, we're thrilled to enhance the SXSW Interactive experience for attendees looking for schedule information."

The 3M Interactive Virtual Presenter brings [3M's](#) unique culture of collaboration to life, combining several key 3M technology areas – light management, films, projection, touch systems and commercial graphics – to create an innovative solution that can be used to enhance communications and merchandise products. The Virtual Presenter is made possible by 3M's rear-projection film, which works like an optical lens. Millions of nano-sized glass beads focus the projected light so it exits at just one small point, while a black layer absorbs the ambient light — producing a high-contrast image with wide viewing angles.

3M will be launching a fully integrated interactive Virtual Presenter in April in automotive dealerships, providing dealers with an innovative, less intrusive way to generate sales leads. 3M is currently market testing the Interactive Virtual Presenter in select dealerships in New York and Florida. For more information, visit 3Mgraphics.com/virtualpresenter or follow [@3MInnovation](#).

About 3M

3M captures the spark of new ideas and transforms them into thousands of ingenious products. Our culture of creative collaboration inspires a never-ending stream of powerful technologies that make life better. 3M is the innovation company that never stops inventing. With \$30 billion in sales, 3M employs about 88,000 people worldwide and has operations in more than 70 countries. For more information, visit www.3M.com or follow [@3MNews](#) on Twitter.

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Hunter Public Relations Julia Covelli, 212-679-6600 jcovelli@hunterpr.com or 3M Glenn Carter, 651-737-0687

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