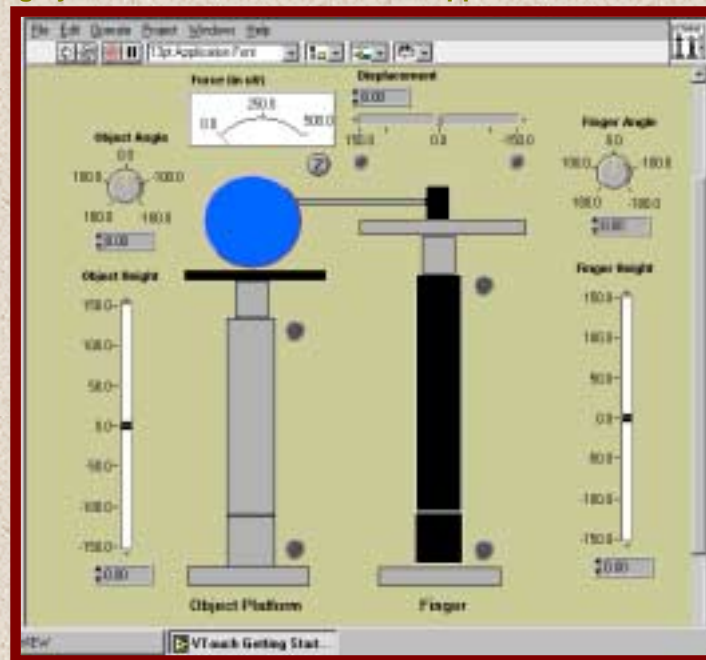




## Web-based Interactive Product Marketing

The concept of **Web-based Interactive Product Marketing** is new. At present, all web-based online marketing systems only display product information using a combination of texts, graphic images and, occasionally, audio and video clips. These systems that display only static information are far from satisfactory and what they can achieve are only marginally better than what is possible with a colourful product catalogue. **Ideally, a web-based marketing system should allow what a shopper can do with a real product.**



The **proposed system** will help to narrow that gap by allowing the merchandise to be viewed from different perspectives and to allow it to be touched and tampered with. At present, haptic devices are still expensive because of low production volume. In addition, lack of software support has limited the growth potential of such devices. **The aim of this project is to develop the enabling technology for such a system.** When the enabling technology is available, increased demand for haptic devices will drive the cost down due to the increased production volume.