Interactive Column

Overview

Interactive Column facilitates instant information by employing the steam metaphor. To this end, a stream of information floating from the top of the column to the bottom is presented. The system employs a large vertical touch screen display where a continuous flow of announcements from various sources and types (text, image, and video) is presented. Announcements appear and disappear automatically based on their publication and expiration dates.

The characteristics of each announcement (e.g., size, color, and duration on screen) are automatically adjusted based on semantic information such as importance, date of publication, expiration date, life span, source etc. Announcements may also include internet links redirecting to additional information.

Users can filter the presented information according to a number of criteria, such as content, time, or target audience. Furthermore, they are provided with options for sending information retrieved from an announcement to their e-mail account.

Finally the system employs content administration facilities, such as information sources management, and embedding of RSS feeds.
The Interactive Column addresses the Commerce and Marketing domain, providing information streams stemming from various sources such as RSS feeds, social media, static content, etc.

**Permanent public installations:**
- Vikelaia Municipality Library, Heraklion
- Tourism Information Center, Municipality of Hersonissos

**Related video:**
[https://www.youtube.com/watch?v=zOWrSU3lklU](https://www.youtube.com/watch?v=zOWrSU3lklU)

**Contact details:** Constantine Stephanidis  
cs@ics.forth.gr  
[www.ics.forth.gr/ami](http://www.ics.forth.gr/ami)

**Interactive Column web page**  