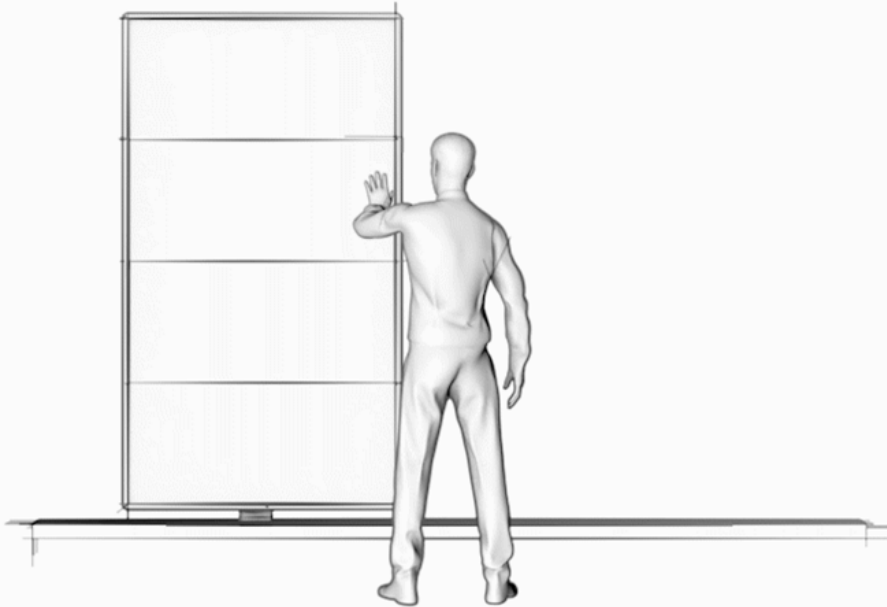# Execution option 1: Mechanical

Display moved by hand letting the user to freely move the screen along the rails tracks. Unveiling the virtual layer that is hidden behind the window 1.

Pro's:
- Less electrical parts makes it more reliable and durable
- Extra element of fun and surprise that display can be moved along its path and the fact that content moves along with it.

Con's:
- May require some additional information on the floor encouraging people to try to move the screen

MOOV.

Execution option 2: Touch Screen

Display is motorized and moves to given position based on selection made on the multitouch display

Pro's:
-   System could have Idle mode where it moves itself even if no one is interacting with it

Con's:
-   Additional cost of motors and steering electronics
-   Motorized display will have to be behind some protection glass to make sure no one gets in the way of the screen and also to protect it from mechanical damage.

MOOV.

Execution option 3: Tracked movement

Instead of controlling the screen with Touch Screen users position could be tracked and followed by the display.
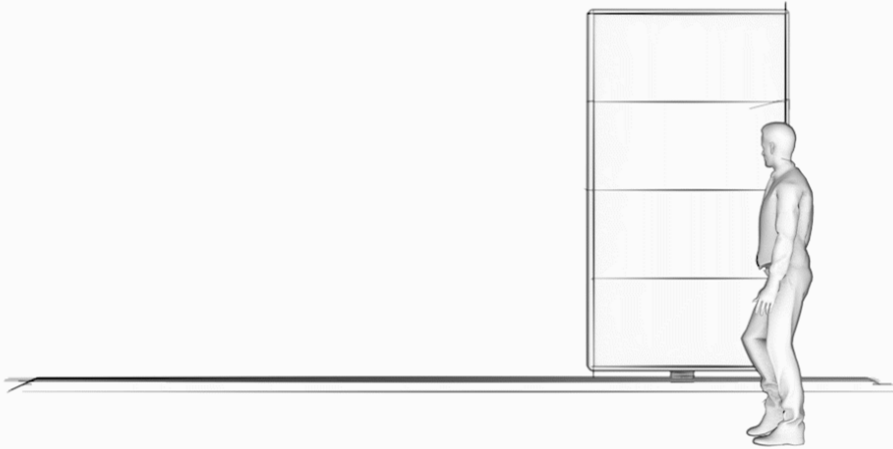As the user walks by variety of parts - extra information is being displayed on the screen.
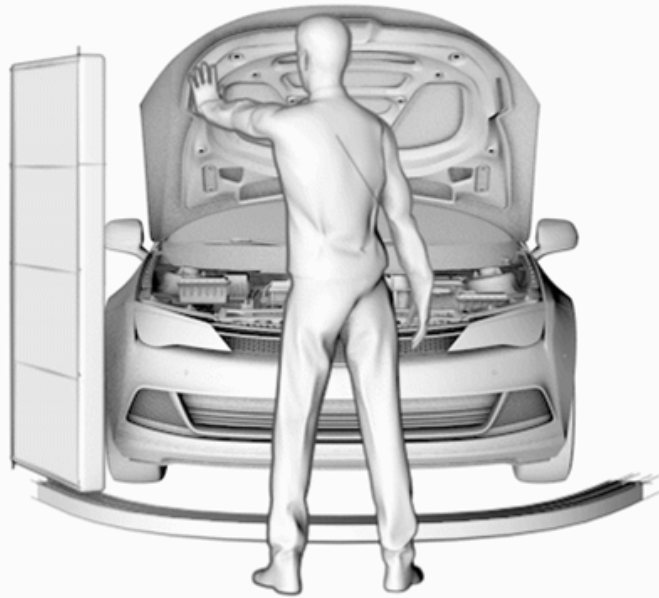
Pro's:
- WOW Effect
- No need for user input - simpler interaction

Con's:
- Additional cost of motors and steering electronics
- Motorized display will have to be behind some protection glass to make sure no one gets in the way of the screen and also to protect it from mechanical damage.
- Only the user that gets detected first will be tracked - until he leaves the interaction area.

MOOV.

Real vehicle - Virtual parts

The setup we want to propose is a real full-size vehicle, and a display mounted on rails in front of it (tbd).

When looking on the display we see the virtual version of it where we can see the Nissens systems that are used in the vehicle.

Screen is multitouch which allows user to interact with the graphics and information displayed on it. User can move the screen along the rails and see other parts of the car.

MOOV.

Real parts - Virtual Vehicle

Second option which can look really good and could have an art form is having Nissens system parts suspended in the air.

In this case the parts could have their virtual version together with animation and infographics.

When looking through the screen we could get all the parts into motion and show Nissens parts durability and excellent performance in a visually compelling way.

MOOV.