

Cape Business Centre, South Africa

A Premium Business Centre Invests in State-of-the-Art Technology

A business center integrates Clevertouch® interactive touchscreens to innovate its environment, moving further into the digital future

The Challenge

A premium business center in Cape Town, South Africa, [Cape Business Centre](#) wanted to stay ahead of the times and bring its conferencing capabilities into the 21st century technology with innovations that would streamline meetings. They also wanted to save their clients' time and provide an efficient and smooth experience from beginning to end.

Previously, conferences were paper and time intensive. Presenters were often seen lugging around flipchart paper, presentation tools, and notes which required extra time to set up and close down. That's not to mention post-conference sessions when notes recorded on flipchart paper had to be captured for later reference and disseminated to others.

After an introduction to [Clevertouch interactive touchscreens](#) by Clevertouch



partner, Interactive AV Solutions, Cape Business Centre was impressed enough to make an investment. Bendre Jooste, Marketing Specialist, stated, "We invested in Clevertouch touchscreens in our boardroom, auditorium, and meeting rooms, as we saw this as an investment into the future of business. Our vision was to integrate this into a digital industry for people to use at our facilities and make meetings, events, webinars, lectures and presentations easier for ourselves and our clients."



Key Solutions

Since the installation of the [Clevertouch UX Pro](#) interactive touchscreens, Cape Business Centre has seen how well clients have responded to the intuitiveness of the display technology. Jooste commented, “Anyone can walk up and use it. It’s like a big tablet, so clients are familiar.”

In addition, presenters are no longer spending time with set up and any notes used during a presentation can be shared immediately with meeting participants since all documents can sync to cloud accounts such as Google Drive, OneDrive, and Dropbox.

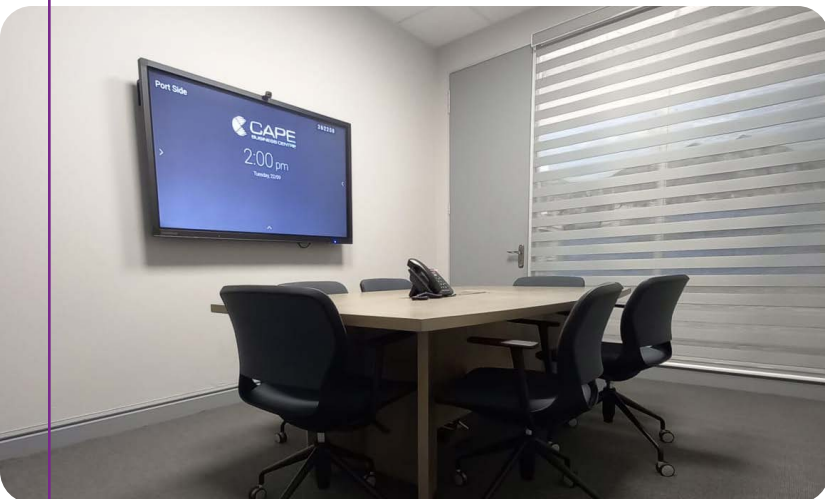
Below are a few other innovative features of the [Clevertouch](#) UX Pro touchscreen:

- Super Glide Touch technology creates a fluid writing experience and is as smooth as writing on a whiteboard, without lag. The touchscreen can also differentiate between fingertouch, palm-erase, and stylus writing.
- Infinity Whiteboarding capabilities allow users to jot notes without ever running out of space. All annotations can be saved, printed, and shared with colleagues and clients.
- Dynamic sound quality with 45W Max Power so that sound fills a room without listeners having to strain to hear.

Benefits

“Since investing in Clevertouch, (our) vision has been achieved. (They have) made meetings a lot easier to connect with people as well as showcase work or to quickly research something while in a meeting,” said Jooste.

To watch a video on the Cape Business Centre experience, click here: [Clevertouch Success Story: Cape Business Centre](#).



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- Bendre Jooste, Marketing Specialist Cape Business Centre



We thank [Interactive AV Solutions](#), a **Clevertouch Technologies** partner, for building the relationship with Cape Business Centre.