

Responsive Media



GroundFX revolutionizes public space entertainment and advertising by projecting dynamic, visual content onto surfaces, including floors, walls, and tables. GroundFX uses GestureTek's patented motion gesture control system to create an interactive virtual world. Our state-of-the-art tracking system continuously detects body position, allowing for real-time interaction between users and the display.

GroundFX's array of special effects can be customized in endless ways. Ripples form as you step on pools of water. Images flip or fly with the sweep of your arm. Fire, bubbles and beams of light emit as you enter the display area. Picture yourself cracking ice to reveal a school of fish that instantly scatters. Play virtual soccer and other games or engage interactive display advertising that is both informative and entertaining.

GroundFX is effective in many types of venues, including retail outlets, sports arenas, and transportation terminals. It always draws crowds at trade shows and takes entertainment to new levels at night clubs and other location-based entertainment sites.

GroundFX includes several, easy-to-customize, interactive templates to get you up and running quickly. Our Creative Services team is also available to work with you to incorporate your design or campaign ideas with GroundFX, using 2-D and 3-D graphics, sound and video.

Our expert system integrators will assist in handling all facets of site inspection, installation, activation, and maintenance. We also offer optional remote monitoring to keep display(s) running smoothly.



GestureTek technology is protected under numerous comprehensive patents in the United States and other countries. U.S. patents include 5,534,917 (Video image based control system), 7,058,204 (Multiple camera control system) and 7,227,526 (3D-vision image control system). All trademarks and registered trademarks are the property of their respective owners.