

## LINEAR AND ROTARY MOTION IN DIGITAL ARCHITECTURE



the SmartMotor was also a key factor in the buying decision. All the code stored in the motor's internal memory meant that if there was a power loss, all of our programming wasn't lost with it."

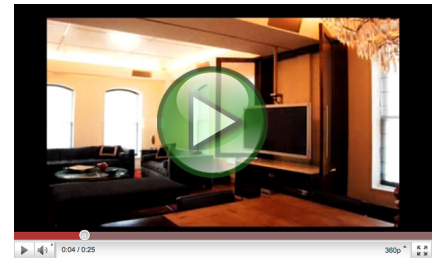


**Trak-kit** has been able to accomplish almost any custom track and movement required, including the ability to move around corners, zig-zag through rooms and stop at optimal viewing positions for each location. They even have apps that allow the iPhone or iPad to function as a remote control for the whole system. All two-way communications happen within the SmartMotor, allowing the apps to send simple ASCII code to operate. Trak-kit looked at other integrated motors for their design, but ultimately chose

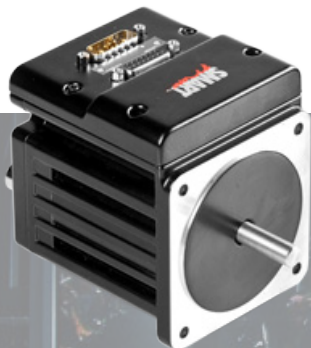
SmartMotor for its capabilities and simplicity. "We could have bought other motors and saved a little money at the very beginning, but the amount of time we saved integrating and programming the SmartMotor to work with our custom tracks was well worth it. In the end, the cheaper motor doesn't really pay off when you factor in the time."

**Just** because Trak-kit has mastered the mobile flat screen doesn't mean they've stopped innovating. As video calling gets increasingly popular for the masses (thanks to programs like Skype or the iPhone's FaceTime), bandwidth and compression get better and high def video calls will become the norm. Why not video chat using a monitor that makes your pal life size, one that can alternate between portrait and landscape, and has a built-in camera controlled by the call-ee? Best of all, you can continue your call as you move from living room to kitchen, no longer glued to a desk or power outlet. This is the future of telepresence, envisioned by Trak-kit.

**Currently,** Trak-kit is also looking at the electric signage industry (such as digital billboards) to combine mobility, aesthetics and technology. Things that move get more attention and with the flexibility of digital display advertising, Trak-kit envisions using SmartMotors, autopilot programs and motion/heat sensors for maximum exposure of digital advertising. With the help of the SmartMotor, Trak-kit is helping the industry move forward, in the truest sense of the words.



[www.trak-kit.com](http://www.trak-kit.com)



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