

INTERACTIVE PROJECTION DISPLAY SHOWCASE**Abstract**

An interactive projection display showcase is disclosed. The display showcase comprises:

(a) a projection screen configured to display interactive multimedia content being projected by an image projection means, wherein a product display opening or a plurality of display openings, each having an exhibiting platform formed on that screen;

(b) a plurality of touch sensors being formed on the screen wherein the interactive multimedia content is accessible to the user by way of touch or touch gestures on the screen;

(c) an image projection means, using LCD, DLP, LED or other common image projection technology; and

(d) a PC installed with an interactive multimedia presentation software linked between the image projection means and the touch sensors on the projection screen; wherein the content of the interactive multimedia is being designed and mapped in conjunction to the display opening or openings on the projection screen.

The interactive projection display showcase can display an object which can be seen on the screen and is also physically accessible by using touch frame sensor and making opening on the projection screen.

(FIG. 2)