Claims

1. An interactive projection display showcase comprising:

(a) a projection screen being glass or acrylic panel 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, wherein the projection screen is a glass or acrylic panel, together with an applied projection film media having a cutout or cutouts to allow physically access of to a display object or objects via the cut or cutouts made on the screen.

2. The interactive projection display showcase of Claim 1, further comprising

(a) support means for supporting the projection screen in vertical or horizontal and at a distance where the projected images from the projecting means are focus thereon.

3. The interactive projection display showcase of Claim 1, further comprising

(a) support means for supporting the image projection means in landscape or portrait orientation and at the optimal projection throw distance.

4. The interactive projection display showcase of Claim 1, wherein the projection screen comprises a screen, being made from glass or acrylic, a projection film media with opening or openings to allow the exhibiting of a display object or objects.

5. The interactive projection display showcase of Claim 1, wherein the touch sensors are configured on the screen, facilitating users to operate the interactive multimedia content projected on the display showcase.

6. The interactive projection display showcase of Claim 5, wherein the touch sensors are of single to multiple touch points for users to operate the interactive multimedia content projected on the display showcase.

7. The interactive projection display showcase of Claim 1, wherein the projection film media is applied to said screen by an adhesive means.

8. The interactive projection display showcase of Claim 1, wherein the exhibiting platform, or plurality of exhibiting platforms, is aligned with the product display opening or openings.

9. An interactive rear projection display showcase comprising:

(a) a projection screen having an applied projection film media 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 the screen, and wherein the projection screen is provided with a cutout or cutouts to allow physically access of to a display object or objects via the cutoff or cutouts made on the 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.

10. The interactive rear projection display showcase of Claim 9, further comprising

(a) support means for supporting the projection screen in vertical or horizontal and at a distance where the projected images from the projecting means are focus thereon.

11. The interactive rear projection display showcase of Claim 9, further comprising

(a) support means for supporting the image projection means in landscape or portrait orientaion and at the optimal projection throw distance.

12. The interactive rear projection display showcase of Claim 9, wherein the projection screen comprises a screen, being made from glass or acrylic, and an applied projection film media, with opening or openings to allow the exhibiting of a display object or objects.

13. The interactive rear projection display showcase of Claim 9, wherein the touch sensors are configured on the screen, facilitating users to operate the interactive multimedia content projected on the display showcase.

14. The interactive rear projection display showcase of Claim 13, wherein the touch sensors are of single to multiple touch points for users to operate the interactive multimedia content projected on the display showcase.

15. The interactive rear projection display showcase of Claim 9, wherein the projection film media is applied to said screen by adhesive means.

16. The interactive rear projection display showcase of Claim 9, wherein the exhibiting platform, or a plurality of exhibiting platforms, is aligned with each product display opening or openings.

~~17. The interactive projection display showcase of Claim 1 and Claim 9, wherein the projection screen is a glass or acrylic panel, together with an applied projection film media, which is provided with a cutout or cutouts to allow physically access of to a display object or objects via the cutoff or cutouts made on the screen.~~

~~19~~17. The interactive projection display showcase of Claim 16, wherein the exhibiting platform, or platforms, is allowed to hold a displayed object or objects.

~~20~~18. The interactive projection display showcase of Claim 16, wherein an exhibiting platform, or plurality exhibiting platforms, is aligned with the product display opening or openings.

19. The interactive projection display showcase of Claim 1 or Claim 9, wherein the projection screen is a glass or acrylic panel.