

## YUANFEN NEW MEDIA ART SPACE

ENHANCING CLIENT'S INTERACTION WITH  
DIGITAL ART USING THE LENOVO THINKCENTRE M90z



**A LEADING NEW MEDIA ART AGENCY  
EMPOWERS ITS VARIED BUSINESS  
OPERATIONS WITH DURABLE AND  
RELIABLE LENOVO M90Z ALL-IN-ONE PCs**

To provide the platform for art and technology to come together. I know firsthand that art and technology can both, individually, change our lives – and when you bring them together, new worlds are created.

**- Mr. David Ben Kay**  
Founder and CEO

### CUSTOMER PROFILE

Yuanfen New Media Art Space provides artists a space to produce and showcase cutting edge digital and physical new media art. The founder and CEO, David Ben Kay says his company exists, "To provide the platform for art and technology to come together. I know firsthand that art and technology can both, individually, change our lives – and when you bring them together, new worlds are created." David is also an accomplished lawyer and former General Counsel of Microsoft China.

### BUSINESS SITUATION

The Yuanfen New Media Art Space hosts a constant flow of digital artists and customer visitors, and required a powerful and flexible all-in-one multi-touch PC that could be used for multiple business purposes.

" We are now able to customize touch-enabled icons, which instantly allowed the PC screen to function as a touch interface kiosk for customers to navigate the gallery, find additional artist information online and actually interface with the artists "real time. "

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Mr. David Ben Kay, Founder and CEO,  
Yuanfen New Media Art Space



## INTRODUCTION

Yuanfen New Media Art Space provides artists a space to produce and showcase cutting edge digital and physical new media art. This case study highlights how the Lenovo ThinkCentre® M90z is more than a desktop tower PC.

## SITUATION

The Yuanfen gallery space houses numerous desktop and notebook PCs, but none include multi-touch, which constrains how employees and customers can interact with digital art work. Touching an interactive image on the screen brings users into the digital art piece in a way that is impossible with a point and click of a mouse. The art business also required a powerful PC capable of playing multiple visualization videos at once and stream online programs in real-time without delay.

In addition, the Yuanfen New Media Art Space needed the ability to hold frequent video conferences with clients and artists to virtually show and develop new art pieces and to enhance the clients' experience by connecting directly with the artists. The final requirement was that the new PC could be wall-mounted and used as a customer kiosk.

## CHALLENGES

- No multi-touch monitor for interacting with art visualizations
- No Windows® 7 touch enabled software
- No universal wall Vesa mount capability for ergonomic access
- No customizable software interface to use PC as a gallery customer kiosk
- No powerful Intel® Core™ vPro™ Processor family capable of displaying multiple media streams without requiring an expensive additional graphic card accelerator
- No built-in wireless Wi-Fi capability on existing desktops
- No built-in Intel® vPro™ technology security features to protect against root-kit virus attacks
- No HD webcam for client video conferences that could be physically turned off
- No robustly designed AIO built for everyday business that could fit the space
- No affordably priced business AIO

## SOLUTION

Today the ThinkCentre M90z all-in-one multi-touch PC answers these challenges by allowing Yuanfen New Media Art Space artists and gallery guests to have an enhanced experience of digital art through a rich tactile interaction with the media. The universal Vesa mount bracket on the rear panel of the ThinkCentre M90z allowed the PC to be elegantly mounted to a wall using an ergonomically designed extendable mechanical arm. Using the preloaded SimpleTap software, unique to ThinkCentre, the Yuanfen New Media Art Space was able to customize touch-enabled icons, which instantly allowed the PC screen to function as a touch interface kiosk for customers to navigate the gallery, find additional artist information online and actually interface with the artists "real time".

The high performance Intel® Core™ vPro™ Processor family with Turbo Boost Technology consistently runs multiple large art videos and complex visualization software programs at the same time without slowing down. An HD webcam, dual array microphone, and front facing speakers make video conferencing a hassle-free experience. Unlike other AIO PCs on the market, the ThinkCentre M90z includes a physical mute button, and built-in webcam lens cover to physically shut-off the camera whenever privacy is needed. The Intel® vPro™ technology ensures the business is more secure with increased root-kit virus protection, automatic security agents' verification and immediate remote restoration. These features guarantee customers and employees are protected from malicious data breaches or remote webcam activation spyware, and reduce the liability risk of losing competitive information.

## BUSINESS RESULTS

The ThinkCentre M90z has been a valuable new tool for Yuanfen New Media Art Space business. The tactile experience of viewing art has added significant value for our customers. As David says, "Getting a customer engaged with art on exhibit is a challenge, but when that art is part of an unseen inventory it can be really daunting. The ThinkCentre M90z allows visitors to 'touch' the art and walk through a virtual gallery. This tactile experience connects the viewer to a piece of 'nonpresent' art in a way that I've never seen before. Not only does the customer get a richer sense of the art, but touching and controlling the movement of the art gives the client a 'feel' for what it would be like to actually own the piece." The interactive Lenovo Enhanced Experience Windows® 7 touch screen allows any artist to interact with digital art in new ways never before possible just a few years ago. The free preinstalled.

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The Lenovo ThinkCentre® M90z All -in-One PC powered by all-new 2010 Intel® Core™ vPro™ Processor family with Turbo Boost Technology



Simple Tap software interface uniquely allows me to customize the desktop with the right business applications I need. This allows the ThinkCentre M90z to instantly adapt to the fast paced new digital art environment, where trends and technologies continuously change. The versatile Simple Tap interface combined with a ThinkCentre Extend Arm or aftermarket Ergotron® extended arm transforms the M90z from a standard desktop PC into a touch-Kiosk, enabling customers to navigate the virtual gallery space with their own hands.

The out of the box power of the ThinkCentre M90z AIO PC has boosted my team's productivity. I love technology, but I also need to run the business efficiently and can't expend a lot of money on graphic accelerator cards. The M90z's pre-installed configuration delighted my team by instantly loading even our most graphically demanding visualizations. The Intel® Core™ vPro™ Processor family handles 3D rendering and realtime multimedia streaming faster than before, and allows our digital programmers to fully visualize images in less time. Operating a Virtual Gallery means frequent video conferences to virtually showcase our latest new digital media art to global customers. The built-in webcam and microphone provides clear video and sound during SKYPE calls, which is important when showcasing new art works.

"There's nothing like the opening day of an exhibit because I have the artist here to interact with the people attending the opening. That interaction – having the artist explain the creative process behind his or her creation -- not only deepens the customer's appreciation of the artwork, but creates a personal connection among the artwork, the artist and the customer. My greatest challenge has been how to capture and recreate that personal connection after the opening. The ThinkCentre M90z has provided the solution."

We also have one of the ThinkCentre M90z's in my home office space so the added physical sliding shutter on the webcam is great for ensuring me and my family's privacy once the video call ends. Enabling customers to interact with new technology and digital art using the multi-touch screen with customizable Simple Tap software, the speed of the Intel® Core™ vPro™ Processor family supporting excellent graphics, Intel® vPro™ technology security features, and high quality video conferencing make the ThinkCentre M90z a valuable asset for the Yuanfen New Media Art Space.

"I'm currently working on expanding the Yuanfen platform to include a new media R&D Center/Incubator called Yuanfen~Flow as well as an interactive experience for visitors called The Dreamatorium. I assure you that you're going to see a lot of ThinkCentre M90z PCs in the new space."

### ABOUT LENOVO

Lenovo (HKSE: 992) (ADR: LNVGY) is dedicated to building exceptionally engineered personal computers. Lenovo's business model is built on innovation, operational efficiency and customer satisfaction as well as a focus on investment in emerging markets. Formed by Lenovo Group's acquisition of the former IBM Personal Computing Division, the company develops, manufactures and markets reliable, high-quality, secure and easy-to-use technology products and services worldwide. Lenovo has major research centers in Yamato, Japan; Beijing, Shanghai and Shenzhen, China; and Raleigh, North Carolina.

### CONTACT US

For more information on Lenovo, visit [www.lenovo.com](http://www.lenovo.com)

### VIDEO TESTIMONIAL

See the video testimonial here:

<http://www.youtube.com/watch?v=z6ryRwOktsM>

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