IllumiRoom fuelling demand for TV wall brackets

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Louth, Lincs, UK, 11th June 2013 – Microsoft Research's ground-breaking IllumiRoom technology demonstration is increasing demand for TV wall brackets at one of the UK's leading on-line suppliers of TV Brackets, Brackets UK.

Unveiled at the CES exhibition in January and further detailed at the CHI conference in Paris at the end of April, IllumiRoom promises to revolutionise the gaming and TV viewing experience, by expanding content beyond the bounds of the TV and onto living room walls.

"We've seen a steady increase in demand since the IllumiRoom announcements and numerous conversations with customers suggest that this 'augmented reality' technology has certainly grabbed some early consumer interest and is gently driving demand," said Brackets UK Managing Director, Dan Patchett.

He continued, "Tilting TV Brackets in particular, that enable viewing angle to be optimised while keeping the screen flat in the middle of a wall, of course make perfect sense for such a system and can only help get the best out of the illusions it promises. Saving space and improving safety have always been strong motivations for TV wall bracket purchase, now it seems there's another influence…"

The as yet uncommercialised IllumiRoom system makes use of a camera and a projector to dramatically extend graphic content out of the screen and into the adjacent living space. With the camera capturing the exact layout of the room, the system can adapt projected visuals to match with the living environment in real time, to create an even more immersive gaming experience.

It is speculated that the IllumiRoom technology will be integrated into Microsoft's next-generation Xbox gaming consoles. Microsoft Research insists however that it is only a research project.

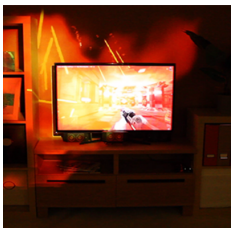
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About Brackets UK:

Established in 2004, Brackets UK has grown to become one of the largest TV Bracket suppliers in the UK. The company delivers thousands of products each month to its retail and trade customer base. The reputation of Brackets UK has been built on fantastic customer service, a great selection of TV wall brackets and accessories, and a commitment to doing everything possible to ensure a smooth purchase transaction.

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