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Accenture brings touch of high tech to O'Hare

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BY [HOWARD WOLINSKY](#) Business Reporter

Talk about the *big picture*.

A new wall-size touchscreen, high-def display developed by Accenture Technology Labs here and in Palo Alto, Calif., is not only really big -- 10 feet by 7 feet -- but it also can provide an overview of complex problems to operators of command centers from the Pentagon to the CTA. Accenture, a global management consulting firm, also thinks the big screen will play a role in interactive advertising.

Accenture unveiled the new technology, called the Accenture Interactive Network, Tuesday at American Airlines Terminal 3 at O'Hare and soon will launch another at John F. Kennedy International Airport in New York.

"We think these displays will be common in corporations and public places in the future," said Scott Rose, managing director of the lab. "The breakthrough is that the technology allows people to deal with multiple displays as though they were one. In companies with command and control centers, it wouldn't be unusual for there to be 16 independent displays."

Project leader Kelly Dempksi, an Accenture researcher specializing in collaboration, visualization and human-computer interaction, said: "The big picture is made up of many, many smaller pictures. If you can bring all the data together in real time before a group, you can understand what's going on and fix what needs to be fixed."

The large displays have a place in major manufacturing networks, disaster management and in the military and other large government agencies, he said.

In the more everyday world, the vision, as displayed at O'Hare, is to create advertising that is interactive and responsive to consumers and their needs and questions, Dempksi said. At O'Hare, travelers can touch the screen to tap into current weather forecasts from the Weather Channel, scores from Stats and news from CNN.

Rose said Accenture is using the O'Hare display to advertise its own technology capabilities as well as to create awareness of the new technology.

Eventually, he said there could be a network of such wall-size screens with advertising, information and entertainment.

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