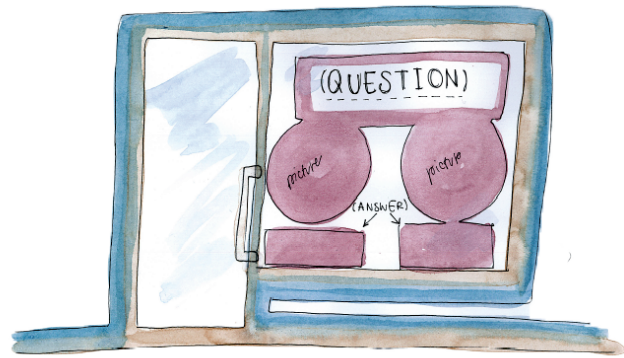


### The InnoWindow Concept

The InnoWindow is an idea of using interactive window displays which provoke pedestrians for answers, feedback, ideas generation, opinion gathering or voting. The novelty is in using the windows of shops and offices as means of communication and interaction between businesses and the randomness of passersby. The concept can be used as a "street sourcing" - crowd sourcing at the streets.

1



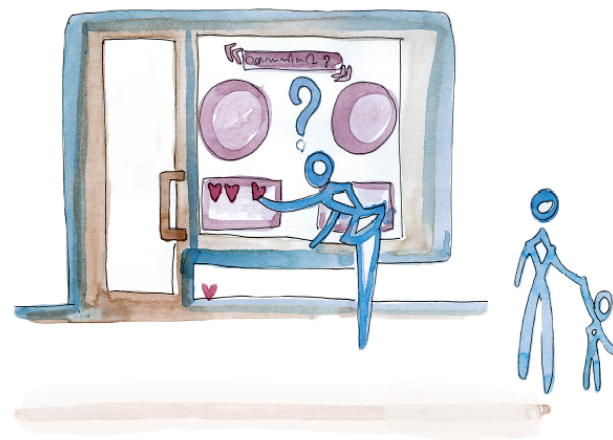
### The InnoWindow Process

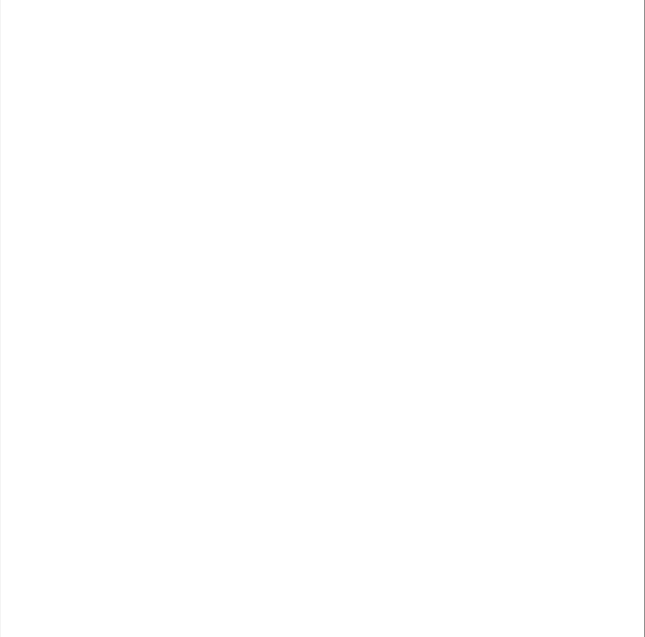
1. Ask a question passersby can easily answer.
2. Attract attention to the shop/office display window (balloons, red carpet, etc.)
3. Action - passersby interacting through touch screen technology or low tech option (postitnotes, markers, etc.)

2



3





Inno  
Window

Metropolia  
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