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### Amazing New Shopping Experience

The future's bright, the future's... well... this! Orange have unveiled an interactive window on London's Carnaby Street. It's not a touch screen, it's a wave-your-hand-in-front-of-the-screen, the kind of technology only seen before in science fiction blockbusters. Justin Billingsley is Orange U.K's brand director.

Justin: "This is a new first to market from Orange, yet again, interactive window so that at nighttime when our stores are closed, your interaction with orange doesn't have to stop. It's quite amazing, you can, um, enjoy things like music, videos, um, watch, um, clips from trailers, including a pull-down of the latest news, um, from ITN;"

The science behind the screen's being called gesture-based technology. With touchscreen now standard on public transport, phones and computers, this is being hailed as the next step: using human gestures to interact with technology without touching a mouse, keyboard, joystick, or even a screen.

This is its first public incarnation, and the futuristic façade's already pulling in the crowds, from intrigued adults to supper-savvy youngsters.

Boy: "I think it's quite good. You can search for music and play some music stuff, and you can watch film trailers. It feels a bit different than usual. I'm used to tapping things, but, yeah, it feels quite good."

Ladies: It's really cool! It's really a lot of fun (yeah, it's really fun) and it's really easy to use. It feels cool because it's interactive and it's really interesting to do, 'cause it's not just sitting there. It's actually doing something."

The plan is to roll it out across other Orange stores, but are we gonna end up with passing pedestrians fighting over pop videos?

Justin: "Well, obviously, we would hope they wouldn't, but, uh, I understand there's going to be a lot of people wanting to have a go."

YouTube (1.43mn)