

Displaysense talking food display to help the blind - A message of epic proportions



Released on: December 17, 2007, 3:37 am

Press Release Author: [Displaysense Ltd](#)

Industry: [Retail](#)

Press Release Summary: Displaysense, the UK's leading supplier of catering displays and retail display products have announced that they are looking at developing a catering display that plays a recorded message when opened

Press Release Body: **Displaysense**, the one stop shop for catering displays and retail display products, are looking to introduce a glass cake dome that plays a recorded message or slogan when it is opened. Although this talking food display is still in its concept stage, it is thought that this message or slogan will help the blind and partially sighted when they are shopping. The message in the display could tell a customer what the product is, what would compliment it, how much this product would cost and even the products nutritional value if it is for food or drink.

Displaysense already sell a wide variety of catering accessories and displays but this **talking cake dome** is thought to be a first for the retail environment and will compliment the range of useful household products designed to benefit the blind. The message played in the proposed **food display** can be re-recorded over and over again, with the message saved on a small memory card attached to the under side of the display. Not only does this concept product have implications for the blind, but large multinational corporations such as Coca-Cola may show interest if they could get the recorded message to play their well known jingle as a customer opens up a fridge. Or even an opportunity

to up sell or cross-sell complimentary products, such Pick & Mix displays in Woolworths promoting 3 for 2 offers.

Steve Whittle, marketing manager of Displaysense said, "*This glass cake stand concept is a fantastic idea brought about by a number of customers who regularly have to provide a service to the blind and partially sighted. We have also contacted the RNIB, who had a positive reaction to the talking catering display and are supportive of any product that helps the blind or partially sighted.*" With this in mind, the company have only recently been considering the possibility of a catering display with a re-recordable message. Steve then went on to say, "*we have unwavering confidence in this product concept that, apart from the immediate solution to aid the blind, we can foresee large companies taking an interest by using it as an advertising tool, right down to a small café to play a pre-recorded welcome message to customers as they peruse the food on display*".

One issue that has arisen during recent talks is the possibility of the talking display becoming a disturbance and annoyance to the general public, much like mobile phone ring tones. Certainly in the construction of the device, these factors will be considered, as the audio presentation should only be audible to the recipient of the message. However, **Displaysense** will also include an off switch for retailers and cafes to play their desired message during certain hours of the day. The message that is stored on the food display such as a storage jar or sweet dispenser can be changed and recorded over again and again and although this product is in early development, **Displaysense** have a selection of cake stands, acrylic boxes and trays available that are both easy on the eye and simple to use.

About

Displaysense

Displaysense was established in September of 1978 as a manufacturer of quality point of sale displays. They have a wealth of experience in design and manufacturing and have been able to develop their ever growing standard range of over 1500 displays. The range is now hugely diverse including brochure, poster and leaflet displays, window mannequins, modular shelving units, exhibition displays and general display boxes and trays.

Displaysense works with a large range of clients including, retailers (multiple and independent), blue chip corporate clients, cafés, bars, restaurants and night clubs, shop and office fitters, marketing and promotions companies, designers and architects, product distributors,

exhibition contractors and exhibitors, printers, councils and NHS trusts, charities, schools and universities.

Displaysense is a one-stop-shop for retail display products and all shop display, catering display and exhibition display requirements.

Web Site: <http://www.displaysense.co.uk/>

Contact Details: PR contact:

Steve Whittle

Displaysense Ltd

Unit 5

Raynham Close

Bishop's Stortford

Hertfordshire

UK

CM23 5PJ

0845 200 8139

<http://www.displaysense.co.uk/>