

JCB by Jean-Charles Boisset: New Revolutionary Touch Table Wine Tasting Experience

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Ideum, in conjunction with JCB by [Jean-Charles Boisset](#), introduces a revolutionary new way to experience the exclusive wines within the JCB Collection of fine wines. Using state-of-the-art multitouch tables that can digitally identify the placement of a wine glass on the table surface, visitors to the newly unveiled JCB Tasting Salon in Yountville, California are guided through a first-of-its kind interactive wine tasting.

This unique tasting takes a group of four wine enthusiasts through a selection of five different wines specifically chosen for the experience. As each new wine is introduced to the digital touch table, the visitors view a cinematic presentation that introduces each new wine within the flight. As visitors continue to taste each wine they can also access personalized tasting notes and additional information about each wine. The interactive experience takes between forty minutes to an hour to complete. **A video demonstrating the new one-of-a-kind JCB tasting experience can be found [here](#).**

The touch table developed by Ideum uses a proprietary software and hardware system to identify each wine as the glass is set on the table. In the past, Ideum has worked primarily on creating dynamic experiences for museums and has worked with world renowned organizations such as the Smithsonian National Museum of the American Indian and other well-known educational institutions. Creative Director and Founder of Ideum, Jim Spadaccini explains, *“Wine tasting, particularly at the JCB Tasting Salon, is already such a unique all-encompassing sensory experience, so when developing our software and touch table for the interactive flight at JCB’s new salon in Yountville we were incredibly particular about finding ways to enhance it and take it to another level. Working with Jean-Charles Boisset who has such a passionate vision for shaping the visitor experience was a tremendous opportunity and we relished the creative process. Together we wanted to create an experience that has never been seen before in the world of wine.”*

Jean-Charles Boisset added, *"Our vision has always been to transcend the traditional wine experience and bring a new dimension to the wine world. We partnered with Ideum to create the first truly interactive and social wine tasting we have ever seen – an inspired experience that unites guests together while enhancing their wine experience to go beyond into another sensory world."*

The interactive application developed for the touch table at the JCB Tasting Salon by Ideum uses 3D printed "coasters" that have capacitive qualities which act as fiducial markers that allow the software to identify each individual wine. Ideum partnered with Graphene 3D for the materials that were used to produce the tangible markers. The software system works on a modified Ideum 55" 4K UHD Platform Touch Table that uses 3M touch technology. Ideum is one of the only companies who produce 4K systems that use the advanced 3M touch technology. The table was customized by Ideum to reflect the vibrancy and opulence of the JCB Tasting Salon. The one-of-a-kind custom touch table has a gold top and a distinctive base clad in black crocodile skin.