

From Austria, iPad app lets users create and project digital graffiti



Several years back we covered [YrWall](#), an interactive virtual graffiti wall that requires no paint, and recently we came across a like-minded innovation that brings such capabilities to everyday consumers. Enter [Tagtool](#), an iPad app that allows users to create digital graffiti and then project it on any surface, wall or building.

Now available in Apple's [App Store](#), Tagtool "turns your iPad into an intuitive live instrument for projection art," in the words of OMA International, its Vienna-based maker. Users can create their graffiti using any combination of digital finger painting and animating, and they can also connect several iPads to work together as a team. When they're done creating, the result can be beamed onto walls, buildings and other surfaces. The video below demonstrates Tagtool in action:

Tagtool works with iPad 2 or newer models and users need an AV adapter to show their Tagtool artwork on a projector or TV, or they can use an Apple TV for Airplay streaming. Marketers around the globe: time to test out the advertising possibilities?

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