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Investors, credits help IMG 'wow' customers

Thanks to tax credits and a new venture for the company, **Integrated Media Group** in **Old Town** is growing.

"We're developing a new industry in Wichita," says CEO **Jason Opat** .

His media development company, which used to focus on doing graphics for films, is now concentrating on autonomous sales kiosks, which feature gesture technology.

The Wichita Eagle profiled the technology, which consists of controlling images and data with hand gestures rather than keyboards, in a Jan. 31 story.

"Nobody's figured out a way to commercialize it," Opat says. "I want Kansas to be first with it."

New investors are helping make that possible.

Opat had several individuals interested in investing, and some end-of-the-year state tax credits that allow about a 45 percent tax credit on investments got them on board.

"That triggered a whole series of events for us," Opat says.

IMG recently expanded its space at 143 N. Rock Island and may soon need a new building.

"We're contemplating the next growth," Opat says.

The company still does movie graphics, but that's no longer its main focus.

"We were always doing cool things, but they were always one-time products," Opat says.

He describes his new long-term business solution this way:

"We're finding technology and creating products that can go out there and change the way people utilize computers and systems."

Opat can show companies a new medium to create messages for customers, such as using a store window to apply the touchless technology to learn about products and services.

He says he can show them, "Here's what it would look like in your store."

You can check out more at www.img-interactive.tv.