The vision of ubiquitous computing is to seamlessly connect the physical world with its counterpart in information systems. Ubiquitous computing represents the third wave in the computing age and is considered as the age of calm technology where technology resides in the background of our daily lives.

In collaboration with some international companies, the research group led by Dr. Watfa have successfully developed and implemented through material touch sensors which can transform any non-metal and non-conductive surface into interactive displays. This opens the doors for a number of applications in many fields including product marketing and consumer behavior. Using our system, we have successfully transformed a normal wooden notice board with papers pinned to its surface into an interactive display where users can touch normal papers attached to it and interactive projections (with videos or other material) would be displayed.

**Research Objectives**

Prior marketing research has explored how touching a product can increase the endowment effect. Our proposed innovative paper touch interfaces (as opposed to normal touch screens) may generate implied endowment, and ownership of the interface may transfer to the viewed objects.

These issues are especially relevant as interfaces, as opposed to content, remain a rare focus of consumer research. In this research, we argue that the act of reaching out to touch a product image on paper or even a piece of material from the product itself for example a piece of cloth from a dress on sale is a more direct visual metaphor for choosing a product than indirect touch with a touch screen or a mouse. Thus, we predict that our systems will generate increased endowment when compared to indirect or traditional touch interfaces, and that this relationship is mediated by psychological ownership.