



PRESS RELEASE

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DIGITAL SIGNAGE EXPO 2008
Messe Essen, Essen, Germany
6 – 8 May 2008



Zytronic's Technical Director selected to speak at DIGITAL SIGNAGE EXPO 2008

Dr. Andrew Morrison will present on how the advances in touch sensing technology unlocks the future of interactive retail

Zytronic is pleased to announce that Dr. Andrew Morrison, the company's technical director, has been selected as a speaker at the DIGITAL SIGNAGE EXPO 2008. This new pan-European show, which runs alongside the highly successful self-service trade event, KIOSK EUROPE EXPO, takes place at the Messe Essen in Germany from 6 – 8 May. Dr Morrison will deliver a presentation titled "Touch Sensing Advances Unlock the Future of Interactive Retail" on 6th May at 1530h.

High commercial property prices are placing modern retailers under increasing pressure to make use of every square metre of shops and units, including better use of window space to communicate information in more 'eye-catching' and compelling ways. As a result, many forward-looking retailers are turning to technology to attract customers in to their premises.

Some retailers are able to take advantage of the falling cost of TFT-LCDs to present electronic images through the store window, but the panels require expensive mounting brackets and for many, the price is still too high to be a viable option. In addition, the content is often limited to static displays or sequences of still images. Consequently, retailers are aware that interactivity is becoming increasingly important in order to retain customer interest and help boost sales.

New technologies such as rear projection film, for example, are now emerging that will help overcome the cost, content and interactivity challenges that many businesses face today. Large screen sizes are feasible and image quality is very clear and bright.

Zytronic has gone one step further and introduced Projected Capacitive Technology (PCT™)-based ZYPROFILM™, which combines touch-sense technology with rear projection film. Unlike most other touchscreen solutions, ZYPROFILM is embedded behind the shop window, thus eliminating any risk of deliberate or accidental damage.

Dr Morrison's presentation will examine the different types of touch-based interactive window technologies that are currently available; in particular, the benefits that ZYPROFILM can offer retailers.



During the session, Dr. Morrison will also explain the construction of ZYPROFILM and discuss how it is able to detect touch through glass up to 20mm thick, the simple, step-by-step process required to set up this high-performing touch interactive window solution and some examples of typical applications.

DIGITAL SIGNAGE EXPO 2008 is the new highly focused trade showcase exclusively concerned with all digital signage related topics such as in-store TV, digital media, ad screens, content and solutions. More information can be found at www.digitalsignageexpo.eu

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About Zytronic

Zytronic designs and manufactures a range of technologies that optimise the performance of electronic display applications. The company's principle products include award-winning touch sensor technologies, optical filters for enhanced performance and protection, and special filters to minimise electromagnetic emissions. In addition, the company can offer complex shaped glass composites for specialised applications.

Zytronic products are used in electronic displays for information kiosks, web phones, ATMs and gaming machines, as well as by military, computer, telecommunications, medical and lighting OEMs, and are available from its network of worldwide distributors.

The company has its headquarters and state-of-the-art manufacturing facilities in Blaydon, Tyne & Wear in the UK. In addition to ISO-approved manufacturing, these facilities are home to Zytronic's team of lamination, material science and electronics specialists who are responsible for ongoing product development in composite technology.

For more company information, please visit Zytronic's web site at: www.zytronic.co.uk

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