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PRESS RELEASE

New Sales and Marketing Director reinforces Zytronic's commitment to continued growth

Zytronic has appointed Ian Crosby as its new Sales and Marketing Director. Crosby's main role will be to ensure the continued global sales growth of Zytronic's product portfolio, which includes the award-winning Projected Capacitive Technology (PCT™) touch sensing products and customised optical filters to enhance electronic display performance.



Crosby has more than 15 years experience in sales, having started his career in 1988 at global speciality glass and ceramic products manufacturer, Corning Incorporated. Crosby remained at Corning until 2003 and during this time, held various international sales and product management positions including several years on overseas assignments to Milan, Italy and Corning, New York, USA.

Immediately prior to joining Zytronic, Crosby was employed as Global Account Director at Filtrona Filters, an international manufacturer of speciality filters to the tobacco industry.

Mark Cambridge, Zytronic's Managing Director says: "Our global network of distributors and representatives has grown considerably and will continue to do so as the demand for touchscreen-based applications accelerates. As Zytronic moves forward with its expansion into key markets such as Asia, Ian's expertise in both global and regional sales and experience in specialist glass products will be a tremendous asset to us in his new position."

Crosby gained a BSc (Hons) in Combined Science (Glass and Ceramic Technology) at North Staffordshire Polytechnic.

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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 touchscreen 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 is headquartered at its state-of-the-art manufacturing facility in Blaydon, Tyne & Wear in the UK. In addition to ISO-approved manufacturing, this facility is responsible for ongoing product development in composite technology and is home to Zytronic's team of lamination, material science and electronics specialists.

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

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