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PRESS RELEASE

Demand for touchscreen-based applications drives ongoing expansion of European distribution network

...Zytronic's appointment of new distributor will strengthen support for continued growth...

Zytronic, a designer and manufacturer of projected capacitive touch (PCT) sensing technology, is continuing to strengthen its ongoing growth in Europe with the signing of a new distributor. Daimler Industri ApS is the most recent addition to the growing list of distributors signed up to Zytronic in Europe, and with the demand for more touchscreen-based applications growing at a rapid rate, there are more in the pipeline.

The new signing brings to eight the number of Zytronic distributors covering 12 countries in Europe. Daimler Industri ApS specialises in hi-tech components and systems for industrial manufacturing companies and will provide additional support in Denmark.

This growth is largely attributed to the fact that an increasing number of users are looking to a touchscreen, rather than a keyboard and mouse, as the most intuitive way to interact with the computer. Today, touch technology can deliver sophisticated choices for customers in airport departure lounges for self check-in, transport booking halls, at fuel station forecourts, public information kiosks, ATMs, and control panels for industrial equipment.

Mark Cambridge, marketing and sales director at Zytronic says, "Following the launch of our new ZYPOS® product in May this year, we now have a family of PCT touch sensor solutions that our distributors can offer to customers, enabling them to meet and exceed performance criteria set by developers looking for a touchscreen solution in virtually all types of applications, within their cost limits. This new agreement with Daimler Industri ApS will provide excellent additional local access to, and support for, our PCT technology in Denmark."

PCT uses an array of optically microfine wires embedded within a multi-layer laminated screen behind a protective front surface, ensuring that the sensing medium is very well-protected from accidental and malicious damage. As well as offering one of the industry's highest light transmission characteristics and unlimited touch life, PCT can be operated with a gloved or ungloved hand; it is extremely robust and drift-free meaning only minimal maintenance is required. A full list of Zytronic's distributors in Europe can be found at:

http://www.zytronic.co.uk/contact_distributors_emea.html.

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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.

About Daimler Industri ApS

Located in Herlev, Daimler Industri ApS represents a number of selected suppliers and manufacturers across Denmark. Founded in 2002, the company offers a full range of displays, touchscreens, industrial PCs, and storage solutions, enabling it to develop tailored solutions for customers in the industrial market which includes applications such as Point-of-Sale (PoS), medical, military and Point of Information (POI).

For more information about the company, please go to: www.daimler.dk

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