

PRESS RELEASE

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**SID Vehicle Display Symposium
October 6 – 7, 2005
University of Michigan at Dearborn
Dearborn, USA**

**Robust, zero-drift touchscreen technology
gives real control to drivers**

Zytronic's projected capacitive technology (PCT) touch sensors are now available in 7-inch format suitable for automotive applications, allowing vehicle instruments to go touchscreen with the advantages of zero drift, optimum brightness and robust construction. Launching at the SID Vehicle Display Symposium held at the University of Michigan at Dearborn, USA, October 6-7, 2005, this new product will enhance the performance of satellite navigation systems and many other in-car user interfaces.

PCT requires no external sensing array, unlike conventional capacitive or 5-wire resistive arrays. By embedding the sensing wires within the laminated screen, PCT enables very robust touchscreens capable of significantly exceeding the typical automotive warranty period. PCT also displays zero drift, which will maximise customer satisfaction as well as reducing returns and warranty overheads.

The sensing array, which comprises micro-fine wires, also has negligible impact on light transmission through the screen. This gives designers the maximum control over screen brightness, and the inclusion of special filters allows them to optimise legibility in all lighting conditions from nighttime to direct bright sunlight, as well as minimising overall power consumption. This is important as the increasing use of electronic systems on board the average car means that



systems designers must manage power carefully, for a given alternator rating. Zytronic has established a successful track record for PCT in its ZYTOUCH®, ZYPOS® and ZYBRID™ touchscreens, which are optimised for outdoor kiosks, point of sale and low-cost general-purpose touchscreen applications. A suitable controller is also included as part of the solution, which eases integration tasks and also enables each display to achieve the optimum footprint for its application. By creating a PCT-based touchscreen in the 7-inch format suitable for incorporation into the centre console of modern vehicles, Zytronic has enabled suppliers of satellite navigation systems to car makers to enhance the ease of use and longevity of units fitted as original equipment.

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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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