

**PRESS RELEASE**

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**Zytronic brings latest high-performance, projected capacitive technology (PCT) touch sensing to high-volume, cost-critical display applications**

**- *New touch technology ideal for retail and gaming applications* -**

Zytronic is introducing ZYPOS® - the latest version of the company's highly durable, drift-free and internationally award-winning ZYTOUCH® projected capacitive technology (PCT) touch sensors. ZYPOS will enable PCT sensing to bring all the advantages of ZYTOUCH to higher volume, cost-critical touchscreen-based applications including retail and gaming environments, but at a lower price point than previously possible.

Traditional touchscreen sensing technologies, such as capacitive, resistive and surface acoustic wave (SAW) are surface-active and therefore, more susceptible to surface variance effects during the screen's lifetime. Capacitive sensor arrays are often subject to drift, which means that regular recalibration is required and consequently, maintenance is more expensive. Resistive touch technology is more prone to damage caused by sharp pointing devices such as a pen or the corner of a credit card. PCT eliminates all of these problems by providing a robust, reliable and calibration-free, non-surface active glass fronted touch solution.

PCT is based on the principle of embedding an array of micro-fine sensing wires within a multi-layer laminated screen behind a protective front surface, ensuring that the sensing medium is well-protected from accidental and malicious damage. This technology is extremely robust and reliable, offers one of the industry's highest light transmission characteristics and can be operated with a gloved or ungloved hand. PCT has unlimited touch life, is drift-free, and so requires minimal maintenance. Through ZYTOUCH, PCT is currently employed in a wide range of touchscreen-based applications that require high-end solutions, such as public access information kiosks, jukeboxes, ATMs, gaming machines and medical and industrial applications.

ZYPOS® significantly lowers materials costs and has fewer assembly processes than ZYTOUCH, resulting in a sensor thickness of approximately 3mm, but the fact that the sensing medium is still embedded, rather than surface active, means that ZYPOS can still offer all the inherent benefits that ZYTOUCH offers. These include a fast and accurate response time (<20 ms) and continual performance that remains unaffected by surface contaminants such as grease and debris, severe surface degradation, common household cleaning agents and high moisture environments. ZYPOS can also be operated with a gloved and ungloved finger and is drift-free, so no recalibration is required. The unique sensing characteristics of the ZYPOS sensor eliminate the need for an operating pressure and so operators are not required to use a credit card or other potentially damaging implements to activate the sensor.

The ZYPOS driver software is fully compatible with Windows 98SE, 2000, Me, XP, XP-E, CE and Linux. Glass and polycarbonate solutions include 'clear', 'anti-glare' and both 'chemically- and thermally-toughened' options.

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**About Zytronic**

Zytronic designs and manufactures a range of technologies that optimize 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 minimize 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](http://www.zytronic.co.uk).

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