

PRESS RELEASE

April 28th 2004

Ref: ZY025/A

Zytronic's ZYTOUCH® touchscreen technology integrated into Pro-Tech's DuraView Kiosk wins prestigious award at KioskCom Interactive Kiosk Excellence Awards

Touchscreen technology designer and manufacturer, Zytronic, and Pro-Tech, a specialist manufacturer of durable outdoor kiosks, have jointly won the "Most Creative / Best Use of an Input Device in a Kiosk Application" category at the annual KioskCom Interactive Kiosk Excellence Awards, held in Las Vegas last night.

The awards, viewed internationally as one of the most prestigious in the kiosk industry, honour and recognise the best interactive self-service kiosk implementations over the past year. The two companies' joint entry was based on Pro-Tech's DuraView Kiosk, which utilises Zytronic's ZYTOUCH® Through Glass touchscreen technology as the main customer interface.

The DuraView kiosk is a rugged, outdoor kiosk that allows for self-ordering, self-ticketing and self-service at a variety of businesses, ranging from quick service restaurants (QSRs), and convenience stores (c-stores) to transportation terminals. At c-stores, kiosks are located at the petrol island and enable car drivers, for example, to order sandwiches or other c-store products while filling their vehicle at the pump, thus helping c-store owners to attract additional sales from drivers who would otherwise just pay for the petrol at the pump and drive away.



On receiving the award, Mark Cambridge, Zytronic's marketing and sales director, Touch Sensor Products says, "In applications where the touchscreen is the only customer interface, performance and levels of maintenance required are absolutely critical to the successful operation of the kiosk. This is particularly relevant to kiosks, such as the DuraView, which are left in unsupervised locations. We are delighted to have won this award and it is a tribute to our in-house team, who have spent years designing this touch technology that can truly withstand the

rigours of everyday use - in both indoor and outdoor kiosk applications."

The "Most Creative / Best use of an Input Device in a Kiosk Applications" category was judged on several criteria which included the strategic reasoning behind the deployment of the kiosk project, any special considerations that the input device helped to address, benefits that the input device provides to the end user, level of service maintenance required and expected ROI of the overall project.

Pro-Tech evaluated a number of touch technologies and looked at performance, reliability, resistance to accidental and malicious damage and ease of integration. After extensive testing under varying conditions, which included dripping and directly sprayed water, impact testing, hot and cold temperature extremes and varying light conditions, ZYTOUCH® was deemed to be the touch technology for the task.

Peter Kaszycki, Pro-Tech's President comments, "The provision of kiosks that can be used without modification in direct outdoor environments under harsh conditions has been our core business for 14 years. Pro-Tech has exceptionally high standards and the evaluation procedure for the touchscreen was rigorous. Ultimately, there was only one touch technology of choice, which was Zytronic's Through Glass ZYTOUCH® touch technology, and winning this award is further evidence that we made the right decision."