

ZYTOUCH® GIVES RAIN PROTECTION AT THE TOUCH OF A SCREEN

Hotel guests and tourists alike are set to be offered a convenient way to combat the British weather, with an innovative touchscreen vending machine.

The Hilton London Metropole Hotel recently demonstrated the patented Majic Mushroom vending machine, which sells umbrellas and single-use cameras by credit card at the touch of a screen.

A vandal resistant 15.1" ZYTOUCH® touchscreen from Zytronic Displays Limited, Newcastle Upon Tyne, has been installed in the revolutionary vending machine. Ultimately the machine will provide a whole host of convenient products, strategically placed where the user will find them most useful such as cameras and umbrellas in hotels or train stations.

After researching the market to find the best quality and reliability Majic Mushroom's manufacturer, Parplyselskapet of Norway, opted for British-based ZYTOUCH® touchscreens. This month the machine will be placed in a variety of areas from The Dominion Theatre to The Hilton London Olympia, by UK distributors Indexnet Ltd.

Einar Haveland of Parplyselskapet said: "As the scheme develops the Majic Mushroom machines will roll out to more public spaces so we needed to ensure that the touchscreen was vandal resistant, which is why we opted for ZYTOUCH®. They created the robust screens we required, providing screen clarity in all of our testing conditions."

Micky Harris of Majic Mushroom Vending added, "Throughout Europe vending is becoming more and more acceptable as a source of consumer goods. This outstanding machine will not only supply useful products 24 hours a day, but will set the standard for machine design and reliability. It will prove highly profitable for many tourist locations."

As a world leader in developing and producing touchscreens ZYTOUCH® was able to ensure that the specially developed touchscreens were robust enough to be left unattended, while at the same time reacted quickly to touch. Furthermore the screen gives high readability and clarity in a variety of lighting conditions, even bright sunlight.

Zytronic Displays Ltd, Managing Director, David Huntley added: "We have worked on developments in the past that proved resistant to vandalism and extreme climatic conditions, demonstrating the flexibility and reliability of the ZYTOUCH® product.

"The versatility and durability of this machine shows just how far ahead of the market ZYTOUCH® touchscreens are."

Additionally the display screen can provide customer information about the particular venue as well as providing a valuable service to customers when they are caught leaving a building to face the rain outside.

Grant Hearn, Managing Director of Hilton UK and Ireland said, "Hilton is excited to be involved in the trial of this different and pioneering product. The weather is out of our control but we are delighted that we are now able to ensure our guests can prepare for any possibilities, even if they do leave their umbrella at home."

Initially the project will undergo extended trials at ten locations, beginning in October through till December. On completion of the trial UK distributors Indexnet Ltd will then proceed with a roll out of over 400 machines nationwide.

Zytronic Displays Limited supply specialist optical filters, screens and touchscreens for the information, transport, military, health, gaming and ATM markets.

Experience in the vandal resistance area is ZYTOUCH's® speciality, having recently supplied touchscreens for Marconi's latest generation web-phones and to NCR for their ATMs worldwide.

For more information on ZYTOUCH® contact www.zytronic.co.uk for sales enquiries contact sales@zytronic.co.uk or telephone: 44 (0)191 414 5511

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EDITORS NOTES

Zytronic Displays Limited is the main trading company of Zytronic plc.

The company has established a reputation as a world leader in the customised development and manufacture of optical filters to enhance the performance of electronic displays and specialised and transparent composites for niche markets.

Zytronic products have traditionally been marketed to the military, computer, telecommunications, medical and lighting markets in the UK, Europe, America and the Middle East.

In July 2001 the company successfully completed field trials on a new generation of high performance, enhanced visibility, anti-vandal touchscreens branded ZYTOUCH® for use in the expanding automatic cash dispenser, information panel/ kiosks, web phones and gaming markets. In 2002 ZYTOUCH® has been specified by Marconi for the new generation BT Web phones, and by NCR for their ATMs worldwide applications world-wide.

Zytronic Displays Limited operates from two modern factories in Blaydon, Newcastle upon Tyne, UK where they completed a major capital investment and re-equipment programme in September 2001. Turnover is £6m and the company employ 110 people.

Zytronic was separated out from the Romag Group and listed on AIM in June 2000.

Indexnet Ltd is the UK distributor of Majic Mushroom Vending Machines

Information about vending locations will be available by contacting Micky Harris on micky@majicmushroom.com. If you are interested in viewing the machine with a demonstration by the vendors, please feel free to contact Micky on 0796 605 995.