

## **NCR CHOOSES ZYTOUCH® FOR WORLD WIDE ATM MARKET**

ZYTOUCH® touchscreen technology, developed and manufactured by Zytronic Displays Limited of Newcastle upon Tyne, has been chosen by NCR, the world's leading manufacturer of ATMs ( Automatic Teller Machines ) for their exterior touchscreen applications world-wide.

The specially developed high performance touchscreens will be supplied to NCR in different sizes. They give high readability in differing light conditions, have anti—reflection properties (can be read easily in bright sunlight), give fast response to the touch, reliability of performance and have anti-vandal properties.

“Extensive customer testing of our ZYTOUCH® exterior touchscreens with NCR has taken place over several months. This included a thorough review of the benefits in comparison with alternative technologies.” said David Huntley, Managing Director of Zytronic Displays Limited. “We expect to ship the first production units later this month”

“ZYTOUCH® uses the very latest technology to produce its unique combination of qualities” concluded David Huntley “We are confident that these touchscreens for NCR will demonstrate just how far ahead of the market ZYTOUCH® screens are. They will open up enormous opportunities for all companies involved in the fast moving interactive information, displays and kiosks market”

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

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

- ends -

For more information on this story contact Mary Davies  
at Kinghorn~Davies Public Relations  
Telephone 0191 261 8666 or e-mail: [mary.davies@dial.pipex.com](mailto:mary.davies@dial.pipex.com)

## **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 touchscreen for use in the expanding automatic cash dispenser, information panel/ kiosks, web phones and gaming markets.

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 60 people.

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