



PRESS RELEASE

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Zytronic signs Italian distribution agreement with Camax DS, Srl

Expanded sales presence ensures local availability of Projected Capacitive Technology (PCT™)-based glass touch sensor products

Zytronic, the developer and manufacturer of internationally award-winning PCT-based touch sensors, has further strengthened its presence in Italy by signing a new distribution agreement with Camax DS, Srl.

Under the terms of the agreement, Camax will provide local sales support with immediate effect, in its role as master distributor for Zytronic's range of PCT-based glass touch sensor products, which includes ZYBRID®, ZYPOS®, ZYSWITCH® and ZYTOUCH®. This engagement complements the presence of Zytronic's existing local distribution partner, ELCAM, which is the main distributor for the company's PCT-based foil touch sensor products, ZYPROFILM® and ZYFILM®.

Headquartered just outside Milan, and founded in 1979, Camax chose to focus its business solely on the touchscreen market almost 20 years ago. This has enabled the company to provide its customers with a highly experienced and professional sales force that has unrivalled market knowledge, and access to a broad range of component parts to complete ready-to-use touch-enabled systems, including point-of-sale (PoS) units and public information applications. As well as holding stock, Camax also offers maintenance and integration services, plus in-house design on customised projects.

Zytronic's products are based on the company's proprietary Projective Capacitive Technology (PCT) touch sensors. PCT comprises a matrix of micro-fine capacitors - each just 10µm in diameter - laminated behind a protective front glass. As the active sensing array is embedded, there are no vulnerable front-face layers or components such as those found in Resistive or Infrared touch sensors which, when exposed to external elements such as moisture and dirt, may sometimes lead to inoperability of the touchscreen.

PCT touch sensors are not affected by scratches, may be sealed to very high levels, preventing water or dust ingress, and are practically immune to the kinds of wear and tear that may affect the performance of other touchscreen technologies in public environments, which makes them a proven solution in a wide range of indoor and outdoor interactive display applications including industrial, hospitality/leisure, medical, self-service, and digital signage.

Depending on configuration, touch can be sensed through glass up to 20mm thick, allowing use behind shop windows, for example, and smooth, pure glass-fronted styles may also be achieved as PCT touch sensors can be designed to eliminate the need for a frame or bezel.



“As a company dedicated to the Italian touchscreen market, we have witnessed the increasing demand in all sectors for high-performance touch-based interactive display solutions, designated for all different types of operating environments,” states Patrice Romano, Managing Director of Camax DS. “We are confident that particularly strong market interest in Zytronic’s PCT-based glass sensor product range will be generated from the medical and industrial sectors, as PCT can be operated with heavy duty and surgical gloves, is highly resistant to strong chemicals, dirt and grease, and is easy to wipe clean.” He adds, “The design flexibility and durability that Zytronic’s product range offers, combined with our technical capabilities and in-depth market knowledge, will ensure that we can continue to deliver the best possible touch solutions that fully support the needs of all our customers.”

Ian Crosby, Sales and Marketing Director at Zytronic, says, “With demand for our PCT products continuing to increase rapidly, it is important that we have strong supply channels in place locally to support our expanding worldwide customer base. With its outstanding experience in touch technologies, and a proven track record of developing new business and supporting existing touchscreen clients in Italy, Camax DS is an ideal partner for Zytronic in this important European market and we are delighted that they will join our growing global network of distribution partners.”

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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 touch sensor 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 has its headquarters and state-of-the-art manufacturing facilities in Blaydon, Tyne & Wear in the UK. In addition to ISO-approved manufacturing, these facilities are home to Zytronic’s team of lamination, material science and electronics specialists who are responsible for ongoing product development in composite technology.

For more company information, please visit Zytronic’s web site at: www.zytronic.co.uk

About Camax DS, Srl

Founded in 1979, Camax DS has sold over 24,000 touchscreen components and over 4,900 integrated touch systems into the Italian market. It has an active customer base of more than 500 customers across the region, covering a broad range of different end applications, including education, industrial, retail, medical, hospitality and leisure.

For more company information, please visit the company’s homepage at: www.camax.it



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