



PRESS RELEASE

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Zytronic's Projected Capacitive Technology (PCT™)-based ZYTOUCH® in drive-through self-service breakthrough

Way2Order self-serve kiosk combines unique system-level innovations with high-performance, robust touch sensors

An innovative, interactive self-service kiosk that meets the demands of drive-through restaurant owners, is now using a 32-inch ZYTOUCH touchscreen from Zytronic, the leading designer and manufacturer of award-winning PCT-based touch sensors.

The Way2Order™ Drive-Thru kiosk, developed by Manufacturing Resources International (MRI), solves critical challenges surrounding drive-through self service - such as slow ordering time and accuracy of orders - by integrating the proven outdoor-usable ZYTOUCH touchscreen technology, which can be operated with bare or gloved hands. This ultra-durable sensor works with the large, high-brightness LCD and a dynamic user interface whose software adjusts the position of the graphics, placing the restaurant menu right at the drivers' fingertips whether they are sitting in a tall SUV or a low sports car.



Available in almost any form/factor between 5- and 82-inches, and with a wide range of customization options, Zytronic's patented PCT-based touch sensors comprise an overlapping array of 10-micron diameter copper capacitors, arranged as an XY grid and embedded in a laminated panel, located behind or between layers of glass. These micro-fine tracks are near invisible to the human eye and allow high light transmittance from the display mounted behind, maximizing brightness and readability in all ambient lighting conditions. With its unique Z-axis sensitivity control, PCT technology is sensitive enough to detect touch through substantial thicknesses of cover glass. This feature has enabled MRI to add 6mm of tempered glass at the front of the Way2Order kiosk, for even further protection against any accidental or deliberate damage.

Unlike almost all other touch technologies, PCT sensors have no front-face-active components, which enable system integrators to seal touch displays to IP67/NEMA4 levels and offer user interfaces which are highly resistant to scratching, temperature variation, and surface contamination including dust, dirt, rainwater, or other substances such as food or cleaning liquids. In addition to this unique level of durability, PCT also delivers drift-free operation requiring no periodic recalibration – which can add up to a compelling return on investment when deploying touch displays in demanding environments.

Commenting that self-service kiosks are known to increase productivity and customer satisfaction in many types of enterprises, Peter Kaszycki, VP Business Development, MRI, Inc., says, "Way2Order kiosks maximize business advantages for the drive-through restaurant sector. ZYTOUCH provided the ideal touch solution for our kiosk, as its inherently high light transmission ensures that the maximum brightness reaches the user so that the graphical display can be seen clearly, even in direct sunlight, and still provides reliable and accurate touch response through a thick glass overlay." He continues, "ZYTOUCH was the only touch solution that offered the combination of complete form/factor flexibility and proven performance in all environments and locations."

Ian Crosby, Zytronic's Sales and Marketing Director, says, "MRI's Way2Order kiosk has become an instant hit by combining a number of innovative features that deliver genuine value to the quick-service restaurant market with the proven durability, reliability and outdoor performance that are unique to PCT touchscreens. I am delighted that Zytronic, and our local American representative, Quantum Marketing, has helped MRI to deliver this breakthrough product to the self-service industry."

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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 minimize electromagnetic emissions. In addition, the company can offer complex shaped glass composites for specialized 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 MRI

MRI (Manufacturing Resources International) is an Atlanta based designer and manufacturer of Digital LCD Displays (32"-82"), Digital Menu Boards, Pump-Top Displays and Self-Ordering Kiosks. The BoldVu™ product line encompasses both indoor and outdoor configurations and includes unique features such as BrightVu™ (2000 nit brightness), SureVu™ (image verification), CoolVu™ (for 50 – C) and SAM™ (service access modules) to provide a low cost of ownership with optimum functionality. MRI has an installed base of 4000+ units and offers both standard and custom hardware / technology designs to meet the specific application requirements. For more information, visit www.mri-inc.net.

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