



PRESS RELEASE

June 2010

Ref: ZY246A

Zytronic's Projected Capacitive Technology (PCT™) shows its flexibility in retail environment



The accompanying image can be downloaded in both high and low resolution by clicking [here](#)

Implementation of [ZYFILM®](#) expands operational lifespan of retail information terminals

Zytronic has confirmed that its Projected Capacitive Technology (PCT™) -based touch sensor products are being used by ScreenVision, a South African specialist provider of display and touchscreen technology, on a major upgrade project for one of its key clients.

The company's ZYFILM sensors have been chosen to bring touch functionality to the retail store windows of one of the country's largest mobile communications operators. Located in shopping malls, these terminals allow subscribers to access their account, make billing enquiries, look at new products and services on offer, and even check progress on the repair of their handset – all via a display mounted behind the window and accessible even when the store is closed. In addition to these customer service functions, the units also act as interactive digital signage displays, gathering useful real-time marketing data on customer preferences at specific locations, times and days.

ZYFILM employs the same proprietary PCT sensing mechanism utilised in all of Zytronic's touch sensor products. This consists of a matrix of micro-fine copper capacitor elements arranged in an XY grid. These detect touch through tiny changes in the capacitance level. What differentiates it from the glass-based sensors in Zytronic's range is that it is supplied as a flexible polyester film of approximately 0.5mm thickness. This allows the sensor to be mounted to the rear surface of a rigid transparent material - such as glass or plastic - then operated by touching the material's front surface. In common with all PCT sensors, the active components are not in direct contact with the outside world, it is extremely well protected against scratches, dirt, harsh weather conditions, strong cleaning fluids, and other types of impairment that can shorten the functional duration of alternative touch solutions based on traditional front facing technologies, such as resistive, surface capacitive, infrared and surface acoustic wave (SAW).

As David Grant, [ScreenVision's](#) Technical Director, explains "With the previous generation of terminals, which used touch sensors from another supplier, the solar heat incident on the display/touchscreen often caused slipping from the adhesive bonding. This had a serious impact on operational integrity, with regular recalibration of the touch settings needing to be carried out, sometimes on a daily basis. By utilising ZYFILM, the touch sensor could be directly cling film laminated on to the inside of the store



window, with a free standing display. Correctly applied to the inside of the store window, ZYFILM shows no sign of movement or slipping after more than 18 months of continued service," he concludes.

"As ZYFILM has an integrated adhesive film front face, it can be quickly attached to store windows in a single step, reducing installation time and the risk of costly maintenance call outs for reapplication," states Ian Crosby, Zytronic's sales and marketing director. "The adhesive front film can be either a cling film type to enable easy removal after completion of a temporary promotion, or a semi-permanent and optically clear adhesive type allowing longer deployments."

Supporting display formats of up to 30 inches in size, ZYFILM is suitable for a wide array of end applications including curved displays and interactive retail window advertising. Since the elements that make up the sensor matrix are a mere 10 microns in diameter, they are virtually invisible when the display is in operation. As a result the light output of the display is almost unaffected by the inclusion of the touch sensor.

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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, visit Zytronic's web site at www.zytronic.co.uk or find us on

About ScreenVision

Serving the local market for over 30 years, ScreenVision is South Africa's leading specialist display and touch technology provider. The company manufactures its own range of LCD displays & touch monitors products for retail, public service, transportation, digital signage and military/avionics applications.

For more company information, please visit the company's web site at: www.screenvision.co.za

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