

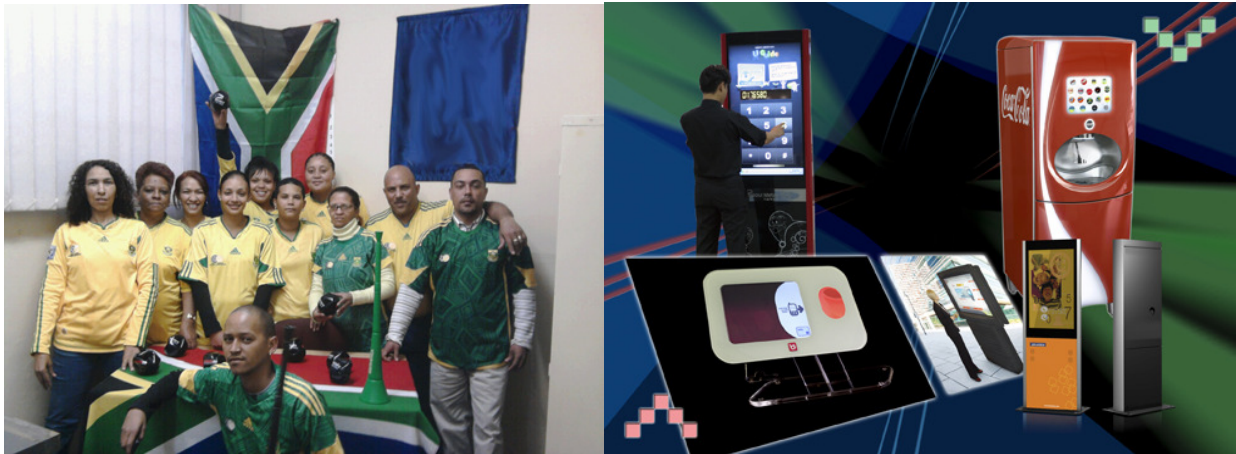


## PRESS RELEASE

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### Zytronic Appoints its First South African Distributor



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

*New agreement sees the company address commercial opportunities in emerging market*

Industry leading touch sensor manufacturer Zytronic is further increasing its global presence with the establishment of a new sales channel in South Africa. The company has announced that forthwith [ScreenVision](#) is to represent it in the region.

Headquartered in the town of Florida (in Gauteng province), approximately 10 miles to the west of Johannesburg, ScreenVision has built up a highly effective sales network throughout South Africa. It produces its own display assemblies, which integrate high performance LCDs and touchscreen solutions, for implementation in point-of sales terminals for retail outlets, digital signage systems, public information kiosks and bank ATM units.

Through this new partnership, ScreenVision will gain access to Zytronic's full range of [touch sensor products](#) and supporting touch controller devices, as well as its EMI shielding and optical filter offerings. Its touch sensors are based on patented Projected Capacitive Technology (PCT™), which thanks to an innovative design, unlike traditional front-facing touchscreen technologies, is effectively impervious to scratches, dirt, liquid ingress, or various other factors that normally prove detrimental to ongoing operation, making it a highly optimised and proven technology for demanding public use applications. Furthermore, PCT touch sensors can be easily customised, and may be designed to eliminate the need for a touchscreen bezel. This results in sleek, smooth fronted interfaces that are considerably more attractive to the operator and blend better with the surroundings.

According to David Grant, ScreenVision's Technical Director, "PCT permits projected capacitive touch sensing to go beyond portable device form factors. The sensors can be deployed in a whole host of different settings where they will be exposed to wear and tear on a continuous basis; shopping malls, train stations, airports, and hotel lobbies, right through to the heavy duty industrial arena, but still ensure a prolonged working lifespan, minimising the need for potentially expensive maintenance call outs, or recalibration work because of sensor drift. This means that touchscreen interactivity can be added to public areas in applications previously thought impractical, enhancing function and user experience in all environments with a low overall cost of ownership."

"South Africa represents an exciting strategic market for Zytronic with a number of potential growth opportunities for our unique touch technology," Ian Crosby, Zytronic's Sales and Marketing Director confirms. "The understanding that the ScreenVision team have of the local business environment coupled with their ability to provide customers with either a component or integrated solution, and after sales service will all contribute greatly to our commercial progress in this part of the world. We are delighted to be partnering with them in the region."

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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](http://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](http://www.screenvision.co.za)

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