

## Zytronic Raises the Bar on Interactive Signage

Written by Bob Snyder  
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At ISE 2016, Zytronic will show an 85" 4K touch screen, an innovative curved multi-touch kiosk-- and demonstrate a new object recognition function for touch tables.

Retailers and other users are increasingly seeking larger and larger screens to create an exciting customer experience, and demand for touch screens of 55" diagonal and above is growing very quickly. Zytronic can now create **bespoke touch screens of up to 85" diagonal, with 4K resolution, able to detecting over 40 simultaneous touch points**, and proven in the harshest environments.

Also on show at ISE for the first time is the **Zytronic curved multi-touch kiosk**. This proof of concept unit features a single edge to edge printed, toughened and curved glass multi-touch interface combining a 40 inch main screen and a 19 inch waist-height, button deck. Demonstrating the incredible level of customisation possible with Zytronic technology, the twin display/single glass surface is managed by two ZXY200® multi-touch controllers.

Zytronic also shows a demo of object recognition functionality, an unusual development aimed at touch tables in retail applications and based on its **Multi-touch Projected Capacitive (MPCT™) touch technology**.

Commenting, Ian Crosby, Sales and Marketing Director says, "For many applications, the fact that projected capacitive touch technology ignores non-conductive objects contacting the surface is a definite advantage. However, some retail uses, would benefit from the touchscreen

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recognising specific objects placed upon its surface - and this is something that we are now able to offer.”

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