

## **MULTITOUCH UNVEILS FIRST MULTITOUCH LCD DISPLAY DESIGNED FOR RETAIL AND DIGITAL SIGNAGE APPLICATIONS**

MultiTouch 46-Inch Advanced Cell Unveiled at IBC 2010; Offers Full HD Resolution, Unlimited Multitouch and Augmented Reality Applications

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AMSTERDAM –MultiTouch, Ltd., developer of the world's first modular true multi-touch LCD screen for large-scale displays, today announced the release of the first multitouch display designed for retail and digital signage applications. The MultiTouch Cell 46" Advanced is a 46-inch display that, at only 30 cm (12 inches) deep, and 37 kg (82 pounds), is designed for standard VESA mounting for more flexible public installation. The product's improved brightness and smooth borders offer aesthetically appealing and flexible configurations, including MultiTouch's unique asymmetric table or wall display patterns. The MultiTouch Cell 46" Advanced is designed for high-resolution HD applications, and can be programmed for sophisticated augmented reality applications, including 2D barcode, tag, and marker readers.

The second generation of MultiTouch's innovative Cell products, the MultiTouch Cell 46" Advanced offers key advancements for the industry, including robust aluminum chassis, decreased space requirements and easier mounting. Requiring no maintenance, the Cell 46 Advanced can be integrated into custom furniture and store designs. MultiTouch Cell 46" Advanced tracks full hands and supports richer, and more versatile, gestures. As a lower-power, lighter and quieter unit, the Cell 46 Advanced adheres to green electronics standards for more eco-friendly installation.

The MultiTouch Cell 46" Advanced is stackable – up to 14 Cell units, either in table or wall displays – and offers Full HD 1920x1080 pixel resolution with LED matrix backlight.

MultiTouch's patented computer vision system, which reads up to 100 frames per second in bright daylight or dark environments, is complemented by software that elegantly translates touch into the programming experience, creating multitouch displays that can read unlimited touch points, including hands, fingers, fingertips and 2D Markers. MultiTouch Cornerstone software allows for flexible multi-platform application development.

Introduced to the global market in 2009, the MultiTouch Cell product family has been sold in more than 30 countries, and installed in some of the most prominent international venues, including the recent Wall of Chile installation at the Chilean Pavilion at the Expo 2010 Shanghai China. The Cell products are used for broadcast, retail, advertising, exhibitions, museums, education and design.

“The multitouch market continues to grow globally as marketers and consumers want to interact more through tactile, multitouch applications. We have designed our latest MultiTouch Cell product to be the preferred interactive display platform for professional use,” said Petri Martikainen, CEO of MultiTouch Ltd. “We have now reached a tipping point in the retail and digital signage market, where large-scale multitouch displays are part of a company’s overall digital media strategy.”

The MultiTouch Cell 46 Advanced is available immediately worldwide directly from MultiTouch or through authorized MultiTouch resellers. Existing MultiTouch Cell products, both in 32 inch and 46 inch sizes, will remain available at reduced prices.

“The demand for multitouch is growing, as leading designers recognize the value of the physical interactive experience in public venue installations,” said Timo Korpela, general manager of MultiTouch Americas. “There is an expectation level for multitouch, and we have delivered a product that has the highest resolution and brightness and is more flexible, more responsive, and more powerful than anything on the market.”

#### **ABOUT MultiTouch Cell 46 Advanced**

Designed by MultiTouch with a new aluminum chassis, the latest addition to the MultiTouch Cell product family is more than one-third lighter than its predecessor and half the depth. This slim design enables the unit to be mounted using standard VESA 600x400, M8 specifications. The unit consumes 25 percent less power, and is up to 40 percent quieter.

Using MultiTouch Cornerstone software, developers can easily enable existing applications to add multitouch functionality. MultiTouch Cornerstone software presented the first native Windows 7 multitouch applications for its MultiTouch Cell displays at CES 2010, and the latest release of Cornerstone supports a wide array of programming languages and development environments and protocols, including C++/OpenGL; Adobe Flash/Flex/Air; .NET; Microsoft Visual Studio; Silverlight, TUIO and XML stream, among others.

MultiTouch will demonstrate the MultiTouch Cell 46 Advanced product at IBC 2010 in Stand DS20 at the RAI Convention Center in Amsterdam, from today through Tuesday, September 14.

Please visit the MultiTouch YouTube channel at <http://www.youtube.com/multitouchfi>. Please also visit [www.twitter.com/multitouchfi](http://www.twitter.com/multitouchfi) for further MultiTouch updates.

Press Kit:

[http://multitouch.s3.amazonaws.com/presskits/MT467\\_MultiTouch\\_Cell\\_Advanced\\_PressKit.zip](http://multitouch.s3.amazonaws.com/presskits/MT467_MultiTouch_Cell_Advanced_PressKit.zip)

## **About MultiTouch Ltd.**

MultiTouch is a leading developer of interactive display systems, based on proprietary software and hardware designs. The company is headquartered in Helsinki, Finland, with U.S. offices in Santa Clara, California and New York City. Its systems are currently in use in more than 30 countries around the globe. For more information, please visit [www.multitouch.fi](http://www.multitouch.fi).

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EDITOR'S NOTE: If you would like a color photograph of Petri Martikainen, CEO of MultiTouch Ltd.; Timo Korpela, general manager of MultiTouch Americas, or MultiTouch products or case studies, please contact Chris Pfaff on +1-201-218-0262 or [chris@chrispfafftechmedia.com](mailto:chris@chrispfafftechmedia.com)

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