

MULTITOUCH LTD. TO DEMONSTRATE LATEST IN MULTITOUCH FOR DIGITAL SIGNAGE IN LONDON AND NEW YORK, OCTOBER 13-15

Leading Multiuser MultiTouch Display Developer to Show Advertising
And Media Market the Latest in Brand Enhancement

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HELSINKI –MultiTouch, Ltd., developer of the world’s first modular multi-touch LCD screen for large-scale displays, will demonstrate the latest innovations in large-scale multiuser, multitouch displays for digital signage applications in a series of events in London and New York, from October 13-15. The company recently introduced the first large-scale multitouch product for the digital signage industry – the MultiTouch Cell 46” Advanced – and will conduct demonstrations for the advertising and media markets during this time.

The MultiTouch demonstrations in London will take place at the Radisson Edwardian Bloomsbury Street Hotel, Bloomsbury Street, in Private Room 3, from 10:00 am to 7:00 pm daily from Wednesday, October 13 to Friday, October 15. Demonstrations of the MultiTouch Cell 46: Advance in New York will take place at 1515 Broadway, 12th floor in the MultiTouch Americas office, from 9:00 am to 7:00 pm daily from Wednesday, October 13 to Friday, October 15.

MultiTouch Ltd. Will show both table and wall configurations of its recently-introduced Multitouch Cell 46: Advanced, the world’s leading multiuser 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.

Already, brands such as T-Mobile, Lincoln Motors, and others are developing public multitouch displays for their customers, in retail environments; public spaces, and trade show venues. With multitouch products – including mobile devices and tablet PCs – gaining market share, agencies and their clients are recognizing the power of multitouch display experiences for providing tactile expression to a brand message.

NanoMarkets estimates that touch-screen displays will grow in market revenue from \$2.2 billion USD in 2010 to \$3.4 billion in 2014, and that digital signage and computer monitors will account for the fastest-growing segments in this market.

“The leading-edge interactive designers and developers have already gained proficiency in large-scale multitouch displays for their clients, and we want the broader marketing and brand management leaders to learn how the latest large-scale multitouch displays can enhance their campaign, their creativity, and their media buy,” said Hannu Anttila, vice president of sales for MultiTouch. “Our latest product directly addresses the touchpoints of digital signage, augmented reality, and networked collaboration in ways that were not possible even earlier this year.”

Contact Hannu Anttila, vice president of sales, for London demos on +358-503-855-515; Hannu@multitouch.fi.

Contact Timo Korpela, general manager, MultiTouch Americas, for New York demos on +1-408-455-2905; timo@multitou.ch.

Join MultiTouch from October 12-15 in:

London

Radisson Edwardian Bloomsbury Street Hotel
Bloomsbury Street
London, WC1B 3QD UK

Demos to be held in Private Room 3 – October 13-15, from 10:00 am to 7:00 pm daily

New York

1515 Broadway
12th Floor
New York, NY 10036

Demos to be held in MultiTouch Americas office – October 13-15, from 10:00 am to 7:00 pm daily

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 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.

For more information, please visit www.multitouch.fi, as well as the MultiTouch YouTube channel at <http://www.youtube.com/multitouchfi>, and www.twitter.com/multitouchfi for further MultiTouch updates.

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.

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EDITOR'S NOTE: If you would like a color photograph of Hannu Anttila, vice president of sales for MultiTouch Ltd., or MultiTouch product shots, please contact Chris Pfaff on +1-201-218-0262 or chris@chrispfafftechmedia.com

Contact:

MultiTouch

Hannu Anttila
+358-50-385-5515
Hannu@multitouch.fi

Chris Pfaff
201-218-0262
chris@chrispfafftechmedia.com