

## **MULTITOUCH LTD. TRANSFORMS TOKYO'S GRAFFITI BAR INTO FIRST FULLY INTERACTIVE DINING EXPERIENCE**

MultiTouch Ltd. Delivers Innovative Interactive Entertainment Experience for High-End Venue; Enables Multitouch Menus, Special Effects and 2D Capture of VIP Cards and Drink Glasses on All Tables

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HELSINKI –MultiTouch, Ltd., developer of the world's first modular multi-touch LCD screen for large-scale displays, today announced the public opening of what is the world's largest hospitality multitouch display installation. It consists of seven 46-inch and seven 32-inch MultiTouch Cell LCD units set up as bar-top and lounge tables and two large wall projection screens. The innovative applications installed in Tokyo's Graffiti Bar employ a novel interface that includes interactive visual effects, a multitouch menu for bar patrons, and information capture on patron's VIP cards and drink glasses.

MultiTouch worked closely with Green Light Productions on the Graffiti Bar installation, which officially opens today. Located in Tokyo's Roppongi area, the Graffiti Bar is targeted toward a high-end clientele, and seats 120 in a high-concept interactive art installation.

Central to the theme of the Graffiti Bar, which offers "artistic dining," patrons can draw their own graffiti on the MultiTouch displays, and can browse drink and food menus, interact with their waiters, play games, and enjoy media content provided by the bar. Interactive special effects, including virtual champagne bubbles and lightning bolts, react to touch and objects placed on the tables. VIP cards placed on the MultiTouch displays will trigger exclusive VIP content. All content is remotely controlled from the MultiTouch Control Interface, located behind the bar.

"We live, work, eat, and sleep in a multi-screen world, and now we are expanding to a multi-user, multitouch screen environment, where we can manipulate information in a collaborative fashion, even when enjoying a cocktail," said Hannu Anttila, vice president of sales for MultiTouch Ltd. "Tokyo Graffiti Bar is a template for the future of public information display, and how entertainment in restaurants and bars will be consumed."

"Bars and restaurants have evolved in the past four decades from table screen implementations of videogames, such as Pong, to large-screen projection t.v.s and, of course, high-definition displays, for patron enjoyment. Now, the multitouch, multi-user display enables restaurateurs to deliver specialized, even individualized, content to patrons, and provide application which complement patron's mobile applications," said Mike Verweyst, the owner of Green Light Productions. "Our clientele benefits from the MultiTouch displays as an active ingredient in their existing human interactions; we can generate an experience that is unparalleled for today's bar patrons."

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.

For more information, please visit [www.multitouch.fi](http://www.multitouch.fi), as well as the MultiTouch YouTube channel at <http://www.youtube.com/multitouchfi>, and [www.twitter.com/multitouchfi](http://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](http://www.multitouch.fi).

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EDITOR'S NOTE: If you would like a color photograph of Hannu Anttila, vice president, sales, of MultiTouch Ltd.; photos of the Graffiti Bar installation, or MultiTouch product shots,, please contact Chris Pfaff on +1-201-218-0262 or [chris@chrispfafftechmedia.com](mailto:chris@chrispfafftechmedia.com)

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