



MULTITOUCH LTD. AND BLUEWATER TECHNOLOGIES TO COLLABORATE ON INDUSTRIAL DISPLAY INSTALLATIONS

Companies Install MultiTouch Information Display in General Motors Booth for Cadillac Presentation at NAIAS in Detroit

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HELSINKI and SOUTHFIELD, MI - MultiTouch, Ltd., developer of the world's first modular multi-touch LCD screen for large-scale displays, and BlueWater Technologies, an audiovisual design and display firm that provides custom trade-show, retail in-store, and custom workplace installations, today announced that they will collaborate on industrial display installations across North America. The companies' initial effort, for General Motors Cadillac division, will be unveiled today at the North American International Auto Show (NAIAS) in Detroit. The Cadillac display features 9 MultiTouch Cell 46 Advanced displays, running informational videos and applications related to the latest Cadillac models.

BlueWater Technologies maintains strong contacts within the automotive industry, and MultiTouch has previously collaborated on automotive applications. The two companies will jointly represent each other with regard to appropriate industrial display installation opportunities.

"The MultiTouch displays deliver the highest resolution multitouch display experience that we have seen, and they have created a superior product for the digital signage market," said Daniel Lorenz, senior sales engineer for BlueWater Technologies. "We have always been impressed with MultiTouch's technical innovation, and their software team is world-class. The market for multitouch industrial applications is rising exponentially, and we want to be ahead of the curve in this area."

The MultiTouch-Bluewater installation will run through January 23rd at the NAIAS, in the General Motors booth, in the Cobo Center in Detroit.

"We have always sought a broader footprint in the automotive market, and BlueWater represents an ideal partner for our MultiTouch Cells, as they have clearly worked closely with the major U.S. automotive designers, and know their market thoroughly," said Timo Korpela, general manager of MultiTouch Americas. "Automotive manufacturers are already incorporating touch capacity in their displays, and our multi-user multitouch displays, coupled with BlueWater's integration skills, create a powerful aspirational pull for customers that want to really feel their car, not just drive it."

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 'One Road Interactive' exhibit - a 7-meter long multitouch table - at the National Museum of Australia, and the world's largest restaurant multitouch installation, at Tokyo's Graffiti Bar. MultiTouch also just

completed the first public multitouch Twitter wall installation at the 2011 International Consumer Electronics Show (CES) in Las Vegas. The Cell products are used for broadcast, retail, advertising, exhibitions, museums, education and design.

For more information, please visit www.multitouch.fi and www.multitaction.com, as well as the MultiTouch YouTube channel at youtube.com/multitouchfi, and twitter.com/multitouchfi for further MultiTouch updates. For U.S. sales inquiries, please contact Timo Korpela on timo@multitou.ch or 408-455-2905.

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.

About BlueWater Technologies

BlueWater Technologies was founded in 1985. The company was established as an A/V rental and staging house and was grown into a turnkey technology provider including In-Store Solutions, and Technology-Driven Displays, Audio Visual Integration, and Meeting and Event Technology. BlueWater specializes in design, engineering, and implementation of custom technology solutions. To find out more about BlueWater Technologies, please visit www.bluewatertech.com.

EDITOR'S NOTE: If you would like a color photograph of Timo Korpela, general manager of MultiTouch Americas; Scott Lorentz, senior sales engineer for BlueWater Technologies; installation shots from the NAIAS show in Detroit, or MultiTouch product or installation shots, please contact Chris Pfaff on +1-201-218-0262 or chris@chrispfafftechmedia.com