



## MULTITOUCH LTD. EXTENDS DEMO TOUR FOR WORLD'S LARGEST MULTI-USER LCD MULTITOUCH DISPLAY TO AUSTRALIA, SINGAPORE, AND THE U.S.

The MultiTaction® Cell 55” Gains Industry Recognition In Its First Month on the Market

FOR RELEASE ON: FRIDAY, NOVEMBER 11, 2011

HELSINKI and SANTA CLARA, CA - MultiTouch, Ltd., developer of the world's first modular multi-touch LCD screen for large-scale displays, today announced that it is extending the international road show for its recently-introduced MultiTaction® Cell 55” the world's largest integrated multi-user LCD multitouch display. The MultiTaction Global Demo Tour, which has enjoyed successful stops in London, Berlin, and Munich, will make stops in Australia, Singapore, and the U.S. in the next months. Check the dates and locations near you at <http://multitouch.fi/2011/10/11/multitaction-global-demo-tour/>

The dates are:

- **November 23-24:** at MultiTouch partner **Lightwell's** offices at Level 3, 48 Chippen Street, Chippendale, New South Wales, 2008, in Sydney. Please contact [sales@multitouch.fi](mailto:sales@multitouch.fi) for more information and [frontdesk@lightwell.com.au](mailto:frontdesk@lightwell.com.au) to schedule an appointment
- **November 29-30:** At **Singapore Marriot Hotel**, 320 Orchard Road, 238865 Singapore. Please contact [sales-asia@multitouch.ch](mailto:sales-asia@multitouch.ch) to schedule an appointment
- **November 30-December 1:** at **MultiTouch Americas** offices at 3945 Freedom Circle, Suite 110, Santa Clara, California. Please contact [sales-us@multitouch.ch](mailto:sales-us@multitouch.ch) to schedule an appointment
- **December 6-7:** in the **Los Angeles area**; venue to be determined
- **December 13-15:** at MultiTouch Americas office at 1515 Broadway, in New York City. Please contact [sales-us@multitouch.ch](mailto:sales-us@multitouch.ch) to schedule an appointment

MultiTouch will also feature the MultiTaction Cell 55” at its booth at the International Consumer Electronics Show 2012 in Las Vegas in January 10-13 and Integrated Systems Europe show in Amsterdam in January 31 - February 2.

The MultiTaction Cell 55” is the first product to emerge from the company's new software and hardware platform for large-scale multitouch LCD displays, MultiTaction, presented at the dedicated website [www.multitaction.com](http://www.multitaction.com).

The MultiTaction Cell 55” launch video can be viewed at: <http://www.youtube.com/multitouchfi#p/a/u/0/7ve44jMgrvk>

Photos of the MultiTaction Cell 55” can be viewed and downloaded from <http://multitouch.fi/about-2/photos/>

“The response that we have received in the past month from the industry - including our customers and our partners - regarding the MultiTaction Cell 55” has been

overwhelming. There is a wellspring of creative energy around this product that suggests that the industry is firmly committed to large-scale multitouch display applications,” said Hannu Anttila, vice president of sales for MultiTouch Ltd. “The timing of our global demo tour is very positive as well; we expect to continue our tour in the new year.”

MultiTaction builds on MultiTouch’s patented optical imaging technology Computer Vision Through Screen for multitouch displays, and provides the world’s most advanced set of touch, gesture and object recognition capabilities. The MultiTaction Cell 55” is a Full HD display that is four inches deep on the sides and eight inches deep in the middle, can accommodate unlimited number of touch points and an unlimited number of concurrent users with full hand recognition.

With an ultrafast response (200+ frames per second), MultiTaction units are designed for interaction with real-life objects - whether drinking glasses, 2D barcodes, or game pieces, for example - and can be stacked to any size or shape using tens of units. The product’s frameless thin bezel design enables MultiTaction to be embedded in custom-designed furniture. The smooth edge-to-edge front glass on the display unit is a first for any multitouch display. Further information and a white paper on MultiTaction can be found at [www.multitaction.com](http://www.multitaction.com).

Watch MultiTouch CTO Tommi Ilmonen demonstrate and discuss the new MultiTaction Cell 55”: <http://www.youtube.com/multitouchfi#p/a/u/1/klwpc1PDQWY>

Introduced to the global market in 2009, the MultiTouch Cell product family has been sold in more than 40 countries, and installed in some of the most prominent international venues, including the recent Space Shuttle exhibit at NASA’s Space Center Houston; the Patina installations at Acme Brick stores; the Wall of Chile installation at the Chilean Pavilion at the Expo 2010 Shanghai China; the ‘One Road Interactive’ exhibit at the National Museum of Australia; and the Siemens Identity Display in Vienna. The Cell products are used for retail, advertising, exhibitions, museums, broadcast, education and design.

The MultiTaction Cell 55” is available now for orders direct from MultiTouch or through MultiTouch resellers around the world.

For more information, please visit [www.multitouch.fi](http://www.multitouch.fi) and [www.multitaction.com](http://www.multitaction.com), 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 40 countries around the globe. For more information, please visit [www.multitouch.fi](http://www.multitouch.fi).

#### **EDITOR’S NOTE:**

MultiTaction® is a registered trademark of MultiTouch Ltd.

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

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