



MULTITOUCH LTD. UNVEILS INDUSTRY'S MOST ADVANCED INTERACTIVE DISPLAY AT CES 2012

MultiTouch MultiTaction® Cell 55" Embedded Display with Windows 7 and Intel® Core™ i7 Processor Supports Widest Range of Development Tools; Windows 8 Upgrade Path

Booth #15512, Central Hall, Las Vegas Convention Center

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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 has introduced the industry's most advanced interactive display, the MT550W7 MultiTaction® Cell 55" Full HD LCD Embedded Windows 7 unit. Running on the Intel® Core™ i7 processor, the MT550W7 is designed specifically for single-display installations, while retaining the capability to stack many Cells together, and requires less physical space and complexity.

The MT550W7 is the second product released using MultiTouch's MultiTaction® platform, which was released in 2011, and first in the line of Embedded products optimized for single display installations. 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 numbers of touch points and an unlimited number of concurrent users with full hand recognition.

The new 55" Embedded MultiTaction Cell is targeted for demanding public installations in retail space, museums, and exhibitions. The combination of the advanced interaction features and ultra-fast 200 fps tracking enable the most engaging interactive user experiences to be developed and deployed. Full networking capabilities allow for cloud applications, social network integration as well as remote management and monitoring.

MultiTouch will demonstrate the MT550W7 at its CES 2012 booth, #15512, in the Central Hall of the Las Vegas Convention Center, from Tuesday, January 10th through Friday, January 13th. The demonstrations will include both the Windows 7 product as well as the prototype Windows 8 Developer Preview installation. The MT550W7 includes an upgrade path to Windows 8 with the touch-optimized Metro user interface, which will be commercially available later in 2012.

The MT550W7 includes support for the industry's widest range of development tools, including the MultiTouch Cornerstone software development kit (SDK), Microsoft Surface 2 SDK, and all TUIO-compatible tools. An external computer with Windows, Linux or Mac can also be used to connect multiple Cells into ever-larger installations.

The MT550W7 is the first embedded interactive display to use the 2nd generation of Intel Core family of processors, which enable faster response to multiple touches.

A white paper on MultiTouch's use of the Intel Core 2nd generation products can be found at: www.intel.com/multitouch/display_study

“Consumer behavior is changing with the expectation to use touch and gestures for controlling digital media everywhere,” said Petri Martikainen, CEO of MultiTouch. “With MultiTaction products we are at the forefront of this change by enabling interactive public installations which many people can enjoy together.”

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.

The MultiTaction Cell 55" MT550W7 is available now for orders directly from MultiTouch or through MultiTouch resellers around the world.

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

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

Photos of the MT550W7 can be viewed and downloaded from <http://multitouch.fi/about-2/photos/>

For more information, please visit www.multitouch.fi and www.multitaction.com, 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 40 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 the MT5507W display; a headshot of Petri Martikainen, CEO of MultiTouch Ltd.; a headshot of Tommi Ilmonen, CTO of MultiTouch, or MultiTouch product or installation shots, please contact Chris Pfaff on +1-201-218-0262 or chris@chrispfafftechmedia.com

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