



15 May 2012

PRESS RELEASE

For Immediate Attention

MultiTouch Ltd to feature on Intel booth at Screen Media Expo 2012

Exclusive demos of the Intel-powered MultiTaction interactive display technology at key London event

MultiTouch Ltd, developer of the world's largest integrated multi-user LCD multitouch display, will feature exclusively within the Intel® booth at this year's Screen Media Expo (May 16-17 at London's Earl's Court 2). MultiTouch and its distribution partners will demonstrate the latest groundbreaking MultiTaction® Cell interactive display technology, which incorporates 2nd generation Intel® Core™ i3 and i7 processors.

MultiTouch distribution partners Atracsys, Engage Production Ltd and uma will work alongside CAVI, the Danish Centre for Advanced Visualization and Interaction, to showcase a variety of corporate and experiential marketing applications on 42 and 55inch MultiTaction® LCD wall-mounted and table-top displays, throughout the Intel® booth (D7).

Three 55inch MultiTaction® Cells will combine to provide a demonstration of Austrian partner uma's SKIN™ (Semantic Knowledge Information Network) semantic display product, showing retail and corporate comms solutions for the OTTO Group and Siemens. uma recently added IBM as a SKIN™ client, utilising the product as a communication solution for its corporate lobbies.

A further two wall-mounted, 55inch MultiTaction® displays will showcase applications from UK partner Engage Production Ltd, including a multi-user presentation tool created for Vodafone India and a windtunnel application for Mubadala of Abu Dhabi. Engage will also demonstrate an application celebrating the English FA Cup competition on a 55inch MultiTaction® table.

Additional applications from CAVI and MultiTouch Ltd's Swiss partner Atracsys will feature on one 42inch and two 55inch MultiTaction® display tables. Integrated service provider Atracsys is showcasing an interactive 'chocolate profiling station' application for a Swiss luxury chocolate brand, which allows consumers to discover their own personal chocolate profile.



“We’re delighted to be working with Intel® at this year’s Screen Media Expo,” comments Hannu Anttila, Vice President, Services and Business Development at MultiTouch Ltd. “MultiTaction® wouldn’t be the success it is without the processing power of Intel®, and we’re looking forward to demonstrating to attendees why it’s the leading interactive display technology, and what a 55inch, world’s-largest, integrated multi-user LCD multitouch display can do!”

MultiTaction® is MultiTouch’s latest technology platform for large-scale multitouch LCDs. Based on MultiTouch’s patented optical imaging technology Computer Vision Through Screen (CVTS), it provides the world’s most advanced set of touch, gesture and object recognition capabilities. MultiTaction® Cells are Full HD displays which can accommodate unlimited numbers of touch points and an unlimited number of concurrent users with full hand recognition; for larger, more effective installations, they are stackable up to 24 Cell arrays. The 55inch model – currently the world’s largest integrated multi-user LCD multitouch display – was followed by a 42inch version in early 2012.

www.multitouch.fi

RELEASE ENDS

Bigger Boat PR: **Rob Lane** | rob@biggerboatpr.com | +44 7986 113 722

MultiTouch Ltd: **Hannu Anttila** | hannu@multitouch.fi | +358-50-385-5515

About MultiTouch Ltd.

MultiTouch is a leading developer of interactive display systems, based on proprietary software and hardware designs. It developed the world’s first modular multi-touch LCD screen for large-scale displays, and the world’s largest integrated multi-user LCD multitouch display (MultiTaction, 55inch). The company is headquartered in Helsinki, Finland, with U.S. offices in Santa Clara, California and New York City, and an office in Singapore. Its systems are currently in use in more than 40 countries around the globe.

For further information visit www.multitouch.fi & 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.

A white paper on MultiTouch’s use of the Intel Core 2nd generation products can be found at: intel.com.

<http://www.intel.com/content/www/us/en/performance/performance-2nd-gen-core-i5-vpro-multitouch-display-study.html>



Watch MultiTouch CTO Tommi Ilmonen demonstrate and discuss the MultiTaction® product line at: <http://www.youtube.com/multitouch.fi#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 MT420W7 and MT420S can be viewed and downloaded from <http://multitouch.fi/about-2/photos/>

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www.multitouch.fi
MultiTouch Ltd
Henry Fordin katu 6 B
00150 Helsinki
Finland
+358 45 630 8580



www.biggerboatpr.com
rob@biggerboatpr.com
[@biggerboatpr](https://twitter.com/biggerboatpr)
[skype biggerboatpr](https://www.skype.com/en/contacts/skype/biggerboatpr)

+44 (0) 7986 113 722

