



## MultiTouch to showcase latest developments at ISE

### New interactive touch display innovations making European debut

MultiTouch Ltd has today announced final details of its stand at ISE 2013. A world leader in interactive, multitouch display systems, the company will be demonstrating latest innovations, including Ultra-thin Bezel displays, Enriched Reality™, Windows 8, Hybrid Tracking, a prototype of an Android touch display, and MultiTaction Site Manager - across a total of 17 large-screen displays. ISE takes place at the Amsterdam RAI, from 29-31 January; MultiTouch is located in Hall 11, Stand N53.

MultiTouch's showcase of the world's first and only ultra-thin bezel multitouch display will highlight the unique features of MultiTaction technology. The gap from pixel to pixel is reduced to less than 6mm, making stacked configurations with minimal bezel intrusion possible. Consisting of six MultiTaction 55" UTB displays running a custom-made MultiTaction Experience application, the demonstration will show MultiTouch's simultaneous touch, IR pen and object recognition, 200+fps tracking and Enriched Reality™.

Based on MultiTouch's proprietary Computer Vision Through Screen (CVTS) technology, Enriched Reality™ uses 2D optical markers for real-life object detection to uniquely identify any object. In addition, Enriched Reality supports blob tracking which recognises all basic geometric shapes including circles, triangles and rectangles. Visitors will find the Enriched Reality demo particularly compelling. A large interactive wall will display interesting content and the challenge is how to identify and engage with a user in this scenario. The solution involves issuing users with a badge which includes a marker personalised for them. Users can then tag any content they like and the information is sent to the email address registered to the marker.

Also featuring will be the world's first large format integrated Windows 8 touch display. This sensational addition to the MultiTouch portfolio allows the same applications that run on smart phones, tablets, laptops and desktop PCs to also run on 55" and 42" MultiTaction displays using native Windows 8 touch drivers - including simultaneous support for touch and IR pen as well as finger orientation information.

Hybrid Tracking, another of MultiTouch's world-firsts, will also be demonstrated at ISE. Unique in the optical touch screen market, Hybrid Tracking renders MultiTaction cells immune to external lighting conditions. By addressing the issues caused by ambient lighting, MultiTouch has opened up a whole new world of possibilities for interactive displays in public spaces.

MultiTouch will be exhibiting a total of 17 displays as follows:

- 1 x 55" music table with CAVI Radartable Enriched Reality application
- 2 x 42" Windows 8 tables demonstrating Windows and MultiTouch apps
- 1 x 55" Windows 8 wall display
- 1 x 55" Android 4 prototype
- 6 x 55" UTB wall with MultiTaction experience application
- 3 x 55" standard wall with Engage executive brand suite

- 3 x 55” UTB meeting room wall with custom presentation app

The demos will be managed and monitored by the new MultiTaction Site Manager remote management software, which enables a single operator to monitor and control thousands of geographically distributed interactive displays. Part of the new MultiTaction Management Suite, Site Manager is an ideal solution for the corporate, retail, digital signage and education industries.

“We have had a phenomenal year,” explains Petri Martikainen, CEO of MultiTouch. “The market for interactive multi-touch technologies is expanding rapidly and MultiTouch is leading the way in that development. At ISE we will roll out many exciting industry firsts. We are especially proud to show how our Management Suite will enable large scale business critical deployments of interactive displays.”

MultiTouch’s UK partner, Engage Production Ltd will also be in attendance at the MultiTouch stand. Using 24x 55” MultiTaction Cells, Engage constructed the world’s biggest interactive multi-touch wall as part of an innovative ‘Executive Brand Suite’ for a City-based firm. The company will be on hand to discuss this and other dazzling installations.

For further information about MultiTouch, please visit [www.multitaction.com](http://www.multitaction.com), [youtube.com/multitaction](https://youtube.com/multitaction), and [twitter.com/multitaction](https://twitter.com/multitaction).

#### **About MultiTaction**

Aimed at installations in retail, education, real estate, exhibitions and corporate use, MultiTaction® Cell multitouch displays boast the world’s most advanced interaction features and an ultra-fast 200 fps tracking, enabling the most engaging interactive user experiences to be deployed. Based on MultiTouch’s proprietary Computer Vision Through Screen technology, MultiTaction® Cells are designed for multiple concurrent input methods, including fingers, hands, pens and Enriched Reality™: interaction with real-life objects, and can be stacked to create very large interactive surfaces in a variety of shapes to be interacted with by unlimited number of concurrent users. Full networking capabilities allow for cloud applications and social media integration as well as remote management and monitoring.

#### **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 Silicon Valley, California, New York City and an office in Singapore. The company’s systems are currently in use in more than 50 countries around the globe. For more information, please visit [www.multitaction.com](http://www.multitaction.com).

MultiTaction® is a registered trademark of MultiTouch Ltd.

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