



## PRESS RELEASE

### Ecast EQ™ delivers award-winning performance with ZYBRID® PCT™ touchscreens

*Place-based interactive media innovator takes advantage of large screen sizes, durability and high reliability to connect savvy young consumers*

Zytronic is providing 40-inch Projected Capacitive Technology (PCT)-based ZYBRID touch sensors for the Ecast EQ in-venue interactive media product, which supports rich user experiences for young, technology-savvy customers in locations such as bars, restaurants and night clubs.

Ecast EQ features a vertically oriented, 1080p high-definition touchscreen with a graphic rich interface that attracts users to interactive, social media such as music jukebox, text and photo sharing, and promotional advertising. The product takes advantage of the large screen sizes supported by ZYBRID to maximise ease of use and customer engagement, benefiting from the high durability and reliability of PCT touch sensing. ZYBRID also enables the Ecast EQ to operate effectively in any ambient lighting, including daylight, bright indoor lighting, or darkened areas. Ecast, a leader in place-based interactive media, was recently presented with the prestigious Self Service Excellence Award for the Best Gaming/Entertainment device at KioskCom Expo 2009, having introduced Ecast EQ in late 2008.

ZYBRID is fully customisable to match any form/factor display - ranging from 5 to 82-inches - in addition to offering customer-specific requirements such as a thicker toughened front-panel materials, special optical filters, and printed borders or logos.

Zytronic's patented PCT comprises an array of closely spaced micro-fine capacitors organised as an XY grid. These are practically invisible when viewed against a powered display, thereby delivering high optical clarity under ambient lighting. The sensing matrix is embedded within a laminated panel and the pure glass front provides a damage-resistant touch surface which is sealable to very high standards such as IP67.



These features mean that PCT sensors can operate and be cleaned normally in areas subject to frequent liquid spills, scratching and dirt accumulation, without any impairment to the touchscreen functionality.

In addition to its unparalleled durability, PCT is also drift-free, which contributes to minimizing maintenance requirements and the total cost of ownership for equipment operators. As a further advantage, PCT touch sensors can be designed to require no frame or bezel, which provides greater freedom for product designers to achieve attractive, flat-fronted styles for a sleek and stylish, modern appearance.

In addition to developing Ecast EQ as an entertainment and promotional solution for bars and nightclubs, Ecast has also used ZYBRID PCT touch sensors in its Ecast IQ product, which offers similar levels of interactivity to provide customer-centric experiences across myriad industries and vertical sectors such as retail, hotels and casinos, sports arenas and more.

"Our interactive media products are the gateway to high transaction, rich media experiences in-venue, and ZYBRID has played a central role in enabling us to deliver this vision for our customers," says Jonathan Howe, Director of Manufacturing and Partner Development, Ecast.

"A touchscreen solution that is totally reliable and able to operate in the most demanding locations is vital in delivering a satisfying customer experience and significantly contributes to our ability to successfully compete with other solution providers in the same market. After evaluating a number of other touchscreen technologies, only ZYBRID offered the high levels of durability, accuracy and flexibility that are crucial to the success of our products."

Ian Crosby, Sales and Marketing Director, Zytronic adds, "Ecast is at the forefront of a revolution in interactive media and emerging technology use for in out-of-home venues. The early success of Ecast EQ and Ecast IQ in their target markets underlines the high performance of PCT and the flexibility of our fully customisable ZYBRID touchscreens to satisfy applications at the leading edge of the digital age."



### **About Zytronic**

Zytronic designs and manufactures a range of technologies that optimise the performance of electronic display applications. The company's principle products include award-winning touchscreen technologies, optical filters for enhanced performance and protection, and special filters to minimise electromagnetic emissions. In addition, the company can offer complex shaped glass composites for specialised applications.

Zytronic products are used in electronic displays for information kiosks, web phones, ATMs and gaming machines, as well as by military, computer, telecommunications, medical and lighting OEMs, and are available from its network of worldwide distributors.

The company is headquartered at its state-of-the-art manufacturing facility in Blaydon, Tyne & Wear in the UK. In addition to ISO-approved manufacturing, this facility is responsible for ongoing product development in composite technology and is home to Zytronic's team of lamination, material science and electronics specialists.

For more company information, visit Zytronic's web site at: [www.zytronic.co.uk](http://www.zytronic.co.uk).

### **About Ecast**

Ecast is the leader in place-based interactive media. Offering an end-to-end solution that allows marketers to deliver a branded, consumer-centric experience to out-of-home venues, Ecast leverages the personal impact of a touchscreen combined with the interactivity and targeting of the Internet and the scalability and cost-efficiency of a hosted software service. Ecast's hospitality network delivers digital music, games, entertainment, information and interactive advertising to more than 10,000 bars, restaurants and nightclubs across the United States. The award-winning Ecast EQ™ product for the bar and nightclub market dramatically changes how consumers interact with in-venue entertainment and promotion at the point of purchase. Advertisers on the hospitality network represent a cross-section of industries and the biggest national brands, including Visa, McDonalds, VH-1, Geico, Verizon, Absolut, Jeep and Microsoft. The Ecast IQ™ expands Ecast's placed-based interactive media solution into a broad range of markets including retail, hotel, medical and sports arenas, tapping the multi-billion dollar shopping and experiential marketing budgets of companies actively investing in customer-centric solutions. For more information, please visit [www.ecastnetwork.com](http://www.ecastnetwork.com).

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