



ZYTRONIC

The world at your finger tips



CLIENT:



LOCATION:

USA

MARKET SECTOR:



TECHNOLOGY:

ZyBrid™

WHAT WE DID:

Leaders in touch technology Zytronic provided 40" PCT™-based ZYBRID® touch sensors for the Ecast EQ in-venue interactive media product, for locations such as bars, restaurants and night clubs.

The Ecast EQ is a vertically oriented high definition touchscreen with a graphic rich interface that attracts users to interactive social media such as the music jukebox, 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.

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. In addition to its unparalleled durability, PCT™ is also drift-free, which contributes to minimizing maintenance costs.

WHAT THEY SAID:

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. 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...

Jonathan Howe
Director of Manufacturing and Partner Development,
Ecast

For more information visit www.zytronic.co.uk