



ZYTRONIC

The world at your finger tips



CLIENT:



LOCATION:

South America

MARKET SECTOR:



TECHNOLOGY:

ZyFilm™ Multi Touch

WHAT WE DID:

Telefonica-owned South American communications network Movistar is rolling out Zytronic PCAP™ touch sensors to deliver an exciting interactive multimedia experience at stores and kiosks in South America.

PX Group, a regional interactive retail specialist, designed the store layouts and kiosks, and is building the hardware. PX Group created a completely new concept for flagship Movistar stores featuring a touch video wall with three 50" or 46" touch screens allowing customers to browse while they are waiting, as well as a kiosk with a full product catalogue using a 40" screen. The design for the store and all the hardware were created by PX Group, and all the screens are implemented using Zytronic's latest, rollable ZYFILM® Multi-touch MPCT™ technology.

Mounted on the rear of a protective substrate the ZYFILM® sensor is highly resilient, requiring only a one-time calibration and very little maintenance through absence of drift. This makes it an ideal and cost-efficient solution for use in public places

WHAT THEY SAID:

Movistar wanted to create an exciting digital experience for its customers in locations that see very intensive use. This project makes very exceptional demands on the touch screens. We chose Zytronic ZYFILM because of its accuracy and speed of response as well as its durability.

Anneliese Schemke
Sales and innovation manager at PX Group

For more information visit www.zytronic.co.uk