



ZYTRONIC

The world at your finger tips



CLIENT:

SURTRONIC

LOCATION:

Netherlands

MARKET SECTOR:



TECHNOLOGY:

ZyBrid™

WHAT WE DID:

Zytronic's patented ZYBRID® touch sensors have been selected by Surtronic for integration into a digital signage unit that it has developed and is now starting to deploy in busy retail areas across Europe.

Packed with features and functionality, these touch-enabled display units act like super-sized tablet computers. They have an easy-to-use graphical user interface which employs swipe, flick and pinch gestures to access and navigate through an array of menus to find desired information or even upload user content. The units have built-in cameras that allow users to take pictures and post them on Facebook or send digital postcards to their friends.

The 72-inch touch sensor used in the display is capable of operating through an 8mm thick glass protective overlay, making it resistant to vandalism. It is the rugged construction and ability to reliably detect touches through such thick glass that differentiates Zytronic's PCT touch sensors from other touch sensing solutions.

WHAT THEY SAID:

Important factors that needed to be addressed with these units were ensuring superior interactivity and fast response times, while still being able to cope with the rigors of an outdoor environment. The resistance of Zytronic's sensors to various forms of wear and tear, as well as the strong touch performance characteristics they exhibited, made them our first choice.

Arie van Dijke,
Sales Manager, Surtronic

For more information visit www.zytronic.co.uk