



# ZYTRONIC

The world at your fingertips



#### CLIENT:



#### LOCATION:

Turkey

#### MARKET SECTOR:



#### TECHNOLOGY:

**ZyBrid™ Multi Touch**

#### WHAT WE DID:

Hyundai car dealer network in Turkey has moved to a digital dealership model, following the installation of 43" diagonal touch tables created by Nerotouch, using custom designed 40-point multi touch MPCT™ Projected Capacitive Technology touch sensors supplied by Zytronic. A further 10-20 tables are expected to be installed in shopping malls, exhibition areas and other venues in the country within the coming months.

Nerotouch not only designed and manufactured the touch table but also provided the multi touch software for it. Using the tables, the sales team can configure a car for the customer and present them with the finished result. Hyundai assessed a number of different touch technologies, but selected Zytronic's ZYBRID multi touch sensors on the recommendation of Nerotouch.

Nerotouch was able to exceed Hyundai's expectations by creating a table that could be readily moved around the car showroom, allowing dealership management to adapt the layout to changing needs, for example placing the table next to a new model. The custom designed 42" ZYBRID® touch sensors are manufactured from thermally tempered 4mm anti-glare etched glass, combining class leading durability, a low "stiction" surface for optimum finger glide, and excellent image visibility under overhead lighting.

#### WHAT THEY SAID:

"Hyundai originally approached us with a project to improve the ambiance and customer experience in the dealerships. With our encouragement, they modified the scope of the project, and we have created unique multi touch tables that can not only be used unaided by customers, but can also be used by the sales team as an integrated part of the sales process. Zytronic sensors can be custom designed in small quantities and provide a truly outstanding user experience, reliably handling multiple touch inputs as salesperson and customer discuss the sale."

Asli Kubilay,  
Managing Partner at Nerotouch

For more information visit [www.zytronic.co.uk](http://www.zytronic.co.uk)