



ZYTRONIC

The world at your finger tips



CLIENT:



LOCATION:

Germany

MARKET SECTOR:



TECHNOLOGY:

ZyBrid™

WHAT WE DID:

Nilfisk Car Wash Business Unit, has chosen Zytronic's proven and durable PCT™ touch sensors to provide the user interface and interactive digital signage features for its popular Wap WaschBär self-service car wash systems. Nilfisk selected the 12 inch ZyBrid® touch sensors because of their consistent, reliable performance in a wet environment. Nilfisk have over 1000 systems deployed in locations throughout Europe.

Self-service car washes represent a very demanding environment, as they are outdoor, in operation 24x7, used year round in all weather conditions and are almost constantly wet. The challenge for Nilfisk was identifying a touch technology that was completely sealable, worked reliably when wet and delivers a great user experience in all conditions. It found that many touchscreens performed erratically or failed altogether when water were present on the screen, causing great frustration to customers, particularly if the problems led to car wash selection errors.

WHAT THEY SAID:

"Nilfisk pioneered the introduction of touch screens into self-service car wash installations. Currently, 80% of German customers and 50% of Russian and Polish customers specify the touch screen version of the Wap WaschBär over the lower cost version with control buttons. The screens make our car wash much easier and more intuitive to use, with short video clips on correct operation supplementing written instructions. Operators are also able to increase sales by promoting special offers. For example, it is common to offer a longer wash time during the night at 24 hour stations. Finally, operators can capture additional revenue by selling space on the screens for advertising. Zytronic touch sensors are completely unaffected by water even if it is on the screen itself. The sensors are exceptionally reliable and give the outstanding user experience that our customers expect from a market leader"

Martin Seitz,
Product Manager for Car Wash Products at Nilfisk

For more information visit www.zytronic.co.uk