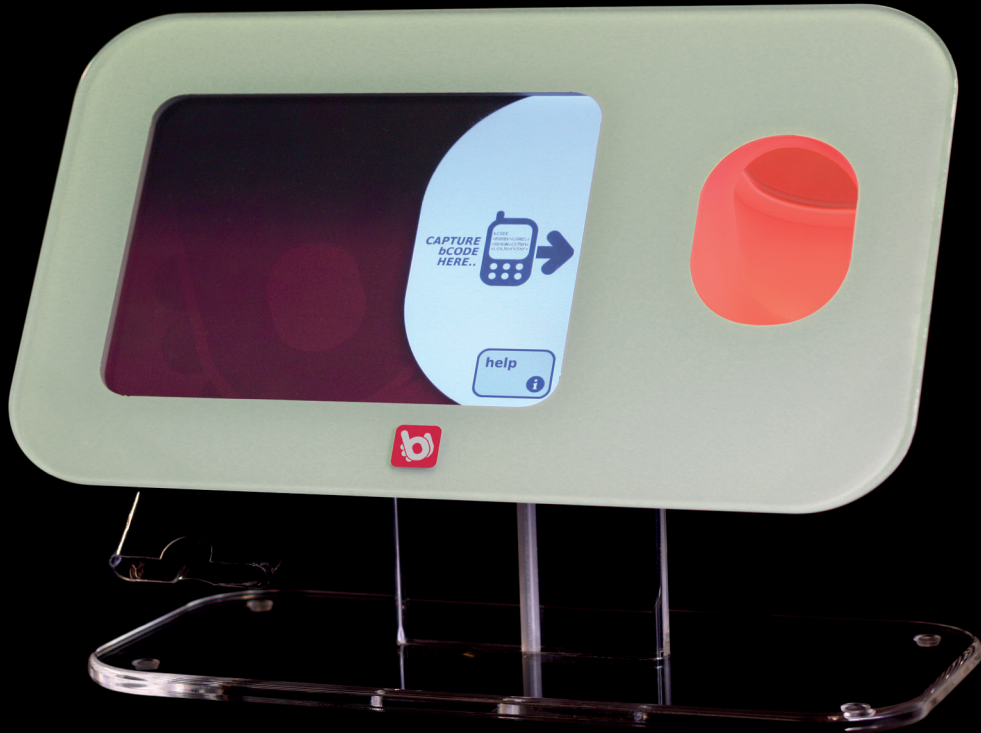




ZYTRONIC

The world at your finger tips



CLIENT:



LOCATION:

South America

MARKET SECTOR:



TECHNOLOGY:

ZyPoS™

WHAT WE DID:

Zytronic's PCT™ has been used by bCODE – a leading provider of mobile marketing systems – to create innovative terminals which deliver an exciting new concept in interactive marketing.

The ZYPOS touch sensors deployed in bCODE's latest MediaPlane terminals provide the robust, reliable and accurate performance required for the touchscreens.

The bCODE concept allows marketers to communicate with customers via their mobile 'phones by sending a unique encrypted code (or bCODE) via the normal short message service (SMS). This enables owners of standard handsets to access services that would usually require a Smart Card, RFID, or Near-Field Communication (NFC) device. The compact MediaPlane terminal, which incorporates the bCODE scanner, a printer and a touchscreen interface based around a 10.4" ZYPOS PCT sensor, is deployed either in-store or on location.

WHAT THEY SAID:

MediaPlane is designed for use in public spaces and we needed a cost-effective touch interactive display that not only offered our industrial designers unlimited styling flexibility, but also the high level of durability necessary for deployment of the terminals – in frequently unsupervised areas – with total confidence. The ability of ZYPOS to operate through our purpose designed protective printed cover glass, coupled with drift-free operation contributes significantly to bCODE's customer return on investment. Using ZYPOS has also allowed us to write our own custom touchscreen driver software. This compelling combination has enabled us to meet all our performance and functionality goals for MediaPlane.

Michael Mak
Chief Executive Officer bCODE