

New Zealand CEBIT Stand shows groundbreaking touch screen technology

Submitted by: Onechocolate Communications

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Innovation by New Zealand company NextWindow reduces price of infrared touch screens by more than a third, making them available for a range of new applications

Hannover, 14 March 2005 – The New Zealand Pavilion at the CeBIT show in Hannover is presenting groundbreaking touch screen technology. The patented Scanning IR Technology requires fewer infrared sensors and is much more cost-effective than conventional infrared touchscreens. It was developed by NextWindow, one of the leading IT companies from New Zealand exhibiting at a joint stand in Hall 3.

“Conventional infrared touch screens need a large number of costly sensors”, explains Al Monro, Chief Executive Officer, NextWindow. „We have reduced this to four sensors, which scan the whole screen area. This means we are able to bring down the price of an infrared touch screen by up to 40 percent, and make the advantages of infrared technology – high image clarity, high accuracy, no need for recalibration – available to new application areas.”

The new technology from New Zealand has been designed for touch screens from 6 to 17 inches. Possible applications range from information kiosks, Point of Sale (POS), ticketing machines, ATMs and industrial monitors to marine electronics. The CeBIT stand shows a prototype and the first products will be available from Q3 2005.

For the first time, New Zealand is exhibiting its world-leading IT at CeBIT. The New Zealand pavilion is part of a major initiative of New Zealand Trade and Enterprise to support the country’s ICT industry in entering the European market and establishing New Zealand as a technology player on the international stage. Under the “New Zealand New Thinking” brand, 15 New Zealand ICT companies are exhibiting at Stand B15 in Hall 3: Aftermail, Animation Research Ltd, EMS-Cortex, Endace, HIT Lab NZ, i-lign (Astarte), Information Edge (Decisys), Navman, Next Window, New Zealand Super Computing Centre (NZSC), Prolificx, Right Hemisphere, Talkingtech and Terralink. For more information on the exhibiting companies, visit www.nzte.govt.nz/cebit

About NextWindow

NextWindow’s ground breaking advancements in optical imaging technology facilitate the production of large scale touchscreens for the interactive digital signage market. The powerful new medium of

interactive digital signage is transforming the retail advertising and entertainment industries by encouraging customer interaction and ensuring messages are closely targeted to the needs of users. By utilising NextWindow's unique technology, companies foster personal relationships with each customer, build and reinforce brands, and create real competitive advantages.

NextWindow delivers touch enabled digital signage in a wide variety of formats, including 30" to 60" plasma and LCD screens, display cabinets and store windows.

The company has offices in Chicago, London and Auckland, New Zealand.

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