

## Drive-Thru Kiosk Uses Touchscreen Tech



The [Way2Order](#) [1] Drive-Thru kiosk, developed by Manufacturing Resources International (MRI), solves critical challenges surrounding drive-through self service - such as slow ordering time and accuracy of orders - by integrating the proven outdoor-usable ZYTOUCH touchscreen technology, which can be operated with bare or gloved hands. This ultra-durable sensor works with the large, high-brightness LCD and a dynamic user interface whose software adjusts the position of the graphics, placing the restaurant menu right at the drivers' fingertips whether they are sitting in a tall SUV or a low sports car.

Available in almost any form/factor between 5- and 82-inches, and with a wide range of customization options, Zytronic's patented PCT-based touch sensors comprise an overlapping array of 10-micron diameter copper capacitors, arranged as an XY grid and embedded in a laminated panel, located behind or between layers of glass. These micro-fine tracks are near invisible to the human eye and allow high light transmittance from the display mounted behind, maximizing brightness and readability in all ambient lighting conditions. With its unique Z-axis sensitivity control, PCT technology is sensitive enough to detect touch through substantial thicknesses of cover glass. This feature has enabled MRI to add 6mm of tempered glass at the front of the Way2Order kiosk, for even further protection against any accidental or deliberate damage.

Unlike almost all other touch technologies, PCT sensors have no front-face-active components, which enable system integrators to seal touch displays to IP67/NEMA4 levels and offer user interfaces which are highly resistant to scratching, temperature variation, and surface contamination including dust, dirt, rainwater, or other substances such as food or cleaning liquids. In addition to this unique level of durability, PCT also delivers drift-free operation requiring no periodic recalibration – which can add up to a compelling return on investment when deploying touch displays in demanding environments.

Commenting that self-service kiosks are known to increase productivity and customer satisfaction in many types of enterprises, Peter Kaszycki, VP Business Development, MRI, Inc., says, “Way2Order kiosks maximize business advantages for the drive-through restaurant sector. ZYTOUCH provided the ideal touch solution for our kiosk, as its inherently high light transmission ensures that the maximum

## Drive-Thru Kiosk Uses Touchscreen Tech

Published on Electronic Component News (<http://www.ecnmag.com>)

---

brightness reaches the user so that the graphical display can be seen clearly, even in direct sunlight, and still provides reliable and accurate touch response through a thick glass overlay.” He continues, “ZYTOUCH was the only touch solution that offered the combination of complete form/factor flexibility and proven performance in all environments and locations.”

Ian Crosby, Zytronic’s Sales and Marketing Director, says, “MRI’s Way2Order kiosk has become an instant hit by combining a number of innovative features that deliver genuine value to the quick-service restaurant market with the proven durability, reliability and outdoor performance that are unique to PCT touchscreens. I am delighted that Zytronic, and our local American representative, Quantum Marketing, has helped MRI to deliver this breakthrough product to the self-service industry.”

For more company about Zytronic, please visit [www.zytronic.co.uk](http://www.zytronic.co.uk) [2]

For more information about MRI, visit [www.mri-inc.net](http://www.mri-inc.net) [3]

### Source URL (retrieved on 12/19/2014 - 8:57pm):

<http://www.ecnmag.com/news/2010/03/drive-thru-kiosk-uses-touchscreen-tech>

### Links:

[1]

<http://mediatlasei.prnewswire.com/mediatlasei/Url.aspx?515446x361112x315292>

[2]

<http://mediatlasei.prnewswire.com/mediatlasei/Url.aspx?515446x361111x678057>

[3]

<http://mediatlasei.prnewswire.com/mediatlasei/Url.aspx?515446x361110x164264>