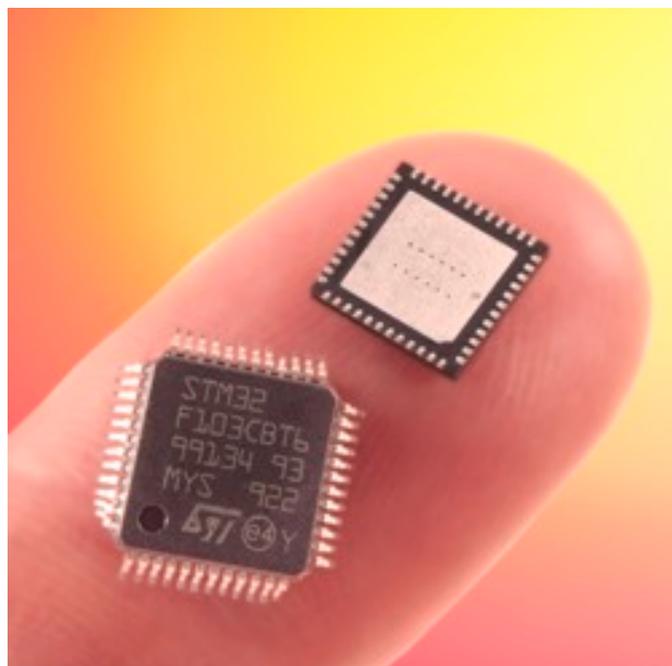


Touch Control Solution Supplied as Chipset Option



Covering a range of screen sizes from 5" to 82", Zytronic's Projected Capacitive Technology (PCT) ZXY100 touch controller solution is now available as a discrete chipset in 32, 64, and 128 channel versions. Providing strong through-glass performance, native Windows 7 support (including dual touch, to cover core gesture recognition functions), and fast touch detection, the chipset is provided as two ICs, a 32-bit microprocessor with an ARM core preloaded with the proprietary PCT firmware and a Zytronic designed ASIC-based analogue front end. This will furnish OEMs building higher volume industrial and public use touchscreen devices with the ability to integrate high precision touch control on their own motherboard, rather than having to attach a separate controller module - thus optimizing available space and potentially reducing cost. It also increases design versatility in terms of component positioning, which may assist important considerations such as efficient thermal management.

Furthermore, the ZXY100 firmware contains a boot loader function enabling users to upload software updates as they become available. With the controller firmware readily accessed and tuned via Zytronic's driver software, this means that engineers involved in designs ranging from telematics systems, vending machines, consumer appliances, point of sale units, etc., will be able to optimize the touch control operation themselves, according to their specific requirements - encouraging the development of more innovative end products.

"Since introduction of the ZXY100 high performance touch controller board, just over eighteen months ago, Zytronic has received a lot of interest from its customer base to offer this functionality in a simple chipset form," states Ian Crosby, Sales &

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Marketing Director at Zytronic. “With this new controller option, the company is now in a position to help engineering teams add state of the art user interface features, such as dual touch and gesture recognition, to their high volume industrial product designs, and assist them in managing valuable space, in increasingly compact touch system designs. As the PCT controller utilizes an ASIC, firmware and software driver, all developed and managed by Zytronic, we are able to provide customers interested in using our touch technology with higher levels of end-to-end support.”

For more company information, visit Zytronic’s web site at www.zytronic.co.uk [1]

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[1] <http://www.zytronic.co.uk>