



Touch'N-Go™ InfoTouch™

What is InfoTouch™ ?

InfoTouch™ is the brand-new way to turn your boring old shopping or occupancy directory into a dynamic, Touch'N-Go™ interactive display of advertising that you wish to bring to public attention.

This transformation package comprises our PanelDesigner™ software-activated Touch Frame that you simply place over your existing directory and couple up to a LCD or Plasma Display powered by your adjacent Personal Computer running Windows 2000™ or Windows XP™. Once connected, customers are instantly able to obtain more information by the short-cut of simply touching the appropriate name on your existing directory.

Almost magically, the revolutionary InfoTouch™ will be changed from a static, lifeless unit into one that is vibrant, colourful and informative.



● Activate your directory

Revolutionary change
with *simple steps* :

1 Install display unit,
e.g. Plasma / LCD

2 Plug in our Touch
Frame

3 Activate System

Features:

- Touch-enabled flat or rough surface built to directory size up to 100" diagonal.
- Optical imaging for seamless, 100% clear, overlay-free, instant touch action.
- Proximity Touch activates [1mm (0.04")]] prior to reaching surface.
- Light touch, no pressure required.
- Any touch stylus can be used – finger, gloved hand, hard or soft stylus.
- Combine with any display unit, LCD, Plasma, or TV.

Advantages:

- Simple installation onto an existing directory.
- Content easily updated via supplied application software.
- Display is separate from the touch area; normal directory use unimpeded.
- Functional design makes damage-free relocation a snap.
- Adaptable to almost every type of directory.
- Many benefits from a relatively small investment.

Benefits:

- Advertising opportunities abound via the programmable, discrete information display that can illustrate the operations of the designated shop or business, merely by a customer's touch.
- Your shopping mall will stand out from others that stick to yesterday's methods.
- Apart from adding to customer excitement, more revenue will be generated from impulse shopping, sparked by the innovative *InfoTouch™*.
- Provide new services and facilities to your clients and enhance the image of your mall, by providing advertising and marketing research services.
- Highlight events of the moment, building public awareness of your location.
- *InfoTouch™* adds glitter to your shopping mall, stimulating a hot gossip focus with a cyber element that increases recognition of your image.
- Assist marketing analysis by information collection from your choice of databases via multifunctional software to support your marketing strategy.
- Service is vital for a shopping mall; *InfoTouch™* helps customers to find useful information easily, increasing your competitive stance.



Want to know more about our solution
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