NEWS RELEASE

Tyco Electronics Introduces the Elo TouchSystems Interactive Digital Signage Solution

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New Family of Ruggedized, Stylized, Large Format Touch Displays Deliver the Power of Interactive Information, Consumer Engagement and Content Measurement -

SEATTLE, May 24, 2010 /PRNewswire via COMTEX/ --Elo TouchSystems, a Tyco Electronics (NYSE: TEL) business, today launched at SID 2010 a new line of Interactive Digital Signage (IDS) touch systems designed to drive significant opportunities for digital display applications and development. The new IDS portfolio - which combines precision acoustic pulse recognition touch screen technology with commercial-grade, large format LCD panels - offers System Integrators, Value-Added Resellers and Software Developers a high-performance solution for the interactive enablement of large-scale digital displays in high-traffic environments.

(Photo: http://www.newscom.com/cgi-bin/prnh/20100524/PH09577)

Interactivity that Works

The new Elo TouchSystems IDS portfolio offers the digital signage market a unique industry solution: the only display system to incorporate zero-bezel, edge-to-edge glass touch-screen technology into large-format, ruggedized panels specifically built for commercial environments. The responsive Elo TouchSystems acoustic pulse recognition (APR) touch technology - which promises consistent, resilient touch functionality - is housed in a highly durable, aluminum chassis to ensure reliable interactivity and performance in almost any public-access location. Optional computer modules further optimize media bandwidth and interactivity for the delivery of highly engaging and measurable consumer content.

"Our new IDS portfolio offers the digital signage market something it hasn't seen before: large-format, exceptionally durable display screens specifically designed for interactive touch applications," said Mark Mendenhall, vice president, Tyco Electronics and general manager of Elo TouchSystems. "Elo considers touch functionality the next wave of consumer engagement and targeted out-of-home messaging - and we believe that our IDS portfolio will significantly drive this evolution in the digital signage market by accelerating our channel partners' adoption and competitive advantage."

High-Grade Components

The new Elo TouchSystems IDS family features three sizes of zero-bezel Digital Signage-rated displays (vs. panels designed for home environments) measuring 32- to 46-inches. The portfolio incorporates advanced panel technologies including Samsung Electronics' LCD Digital Information Display (DID) technology to provide a scratch resilient, aluminum frame encased solution able to withstand constant interactivity in high-traffic, public-access venues. Elo TouchSystems APR technology recognizes touch on virtually the entire screen surface, offering full-screen interface navigation regardless of how the screen is touched (finger, prosthetics, stylus or pen) and a highly efficient display canvas for almost any commercial application.

"As today's businesses and consumers become more and more accustomed to touch interfaces on their mobile devices it becomes clear that the integration of touch will create an entirely new class of large-scale, out-of-home digital signage for retail environments," said Scott Birnbaum, vice president, Samsung LCD Business. "Elo TouchSystems' robust interactive IDS solution - combined with Samsung's bright, high-contrast DID panel technology - should be a real game-changer for the digital signage industry."

Elo TouchSystems IDS also features optional high performance computer modules ideally suited for interactive media delivery and measurement. These optional computer modules run either an Intel Celeron Dual Core or Core 2 Duo processor, and slide into a dedicated bay behind the touch display. The system is interoperable with content management servers and Web-based consoles for seamless connection with the Internet and applications such as multimedia sharing and electronic point-of-sale. The computer modules can support optimal partitioning of locally cached and network stored content, allowing developers to monitor and deploy content via device-to-device or Web connections.

The seamless edge-to-edge glass design of the new Elo TouchSystems IDS family facilitates dust and contaminant resistance as well as easy care and cleaning. Power and monitor control functions can be locked-out to prevent tampering and speakers are built-in with audio expansion capabilities.

Elo TouchSystems will showcase its new Interactive Digital Systems, along with other touch technology innovations, in Booth #1207 at the Society for Information Display (SID) 2010 Display Week at the Washington State Convention

Center, Seattle, WA May 23 - 28th.

Find more information online visit:

- Tyco Electronics Website
- Elo TouchSystems Website
- Follow Elo TouchSystems on Twitter @EloTouch

Technorati Tags: Elo TouchSystems, services, digital media, digital sign, digital content, DMS, creative services, touchscreen

ABOUT TYCO ELECTRONICS

Tyco Electronics Ltd. is a leading global provider of engineered electronic components, network solutions, specialty products and undersea telecommunication systems, with fiscal 2009 sales of US$10.3 billion to customers in more than 150 countries. We design, manufacture and market products for customers in a broad array of industries including automotive; data communication systems and consumer electronics; telecommunications; aerospace, defense and marine; medical; energy; and lighting. With approximately 7,000 engineers and worldwide manufacturing, sales and customer service capabilities, Tyco Electronics' commitment is our customers' advantage. More information on Tyco Electronics can be found at http://www.tycoelectronics.com/.

ABOUT ELO TOUCHSYSTEMS

Tyco Electronics' Elo TouchSystems is the global leading brand in touch technology. The Elo TouchSystems portfolio encompasses the largest selection of touchscreen technologies, touchmonitors, and all-in-one touchcomputers for the demanding requirements of diverse applications, such as industrial, medical, POS, kiosks, retail, hospitality, transportation, office automation and gaming. Elo founders invented the touchscreen over 35 years ago. Since then, Elo touchscreens have delivered one common, powerful result advanced computer technology simplified for all users. For more information on Elo products and services, please contact 800-ELO-TOUCH (800-356-8682), or view Elo products website at www.elotouch.com or direct electronic mail inquiries tocustomerservice@elotouch.com.

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