



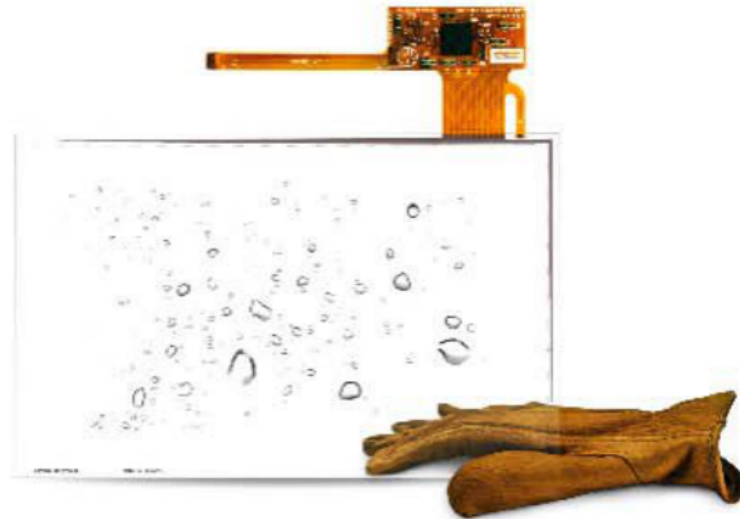




The Most Durable Touch Solutions

water, liquids, gloves
extreme temperatures,
rugged environments,
high aesthetics

No Problem



duraTOUCH[®] Success Stories

Medical:

Patient Care, Diagnostics,
Surgical, EMT, Hospital, Portable

Challenges:

Saline / Blood Exposure,
Thick Glass Durability,
Medical Gloves,
Caustic Cleansers, Water

Security:

Alarm Systems,
Surveillance Controls,
Home Automation,
Environment Controls

Challenges:

Household Cleaners,
Gloves, Water

Marine:

Sonar, Fish-Finders, Chart Plotters

Challenges:

Saltwater,
Sonar Frequency Interference,
Rain, Storms, Sunlight Readability,
Fish Guts!

Fitness:

GPS, Mountable, Wearable,
Exercise Equipment

Challenges:

Gloves, Sweat, Outdoor Elements,
Rough Use

Kitchen & Bath:

Major Appliances, Ovens,
Laundry, Refrigeration, Food Service,
Shower Controls

Challenges:

High and Low Temperatures,
Liquids, Steam, Clean-ability

Agriculture/Off-Road:

Tractors, Combines,
Farm Equipment, ATV's

Challenges:

Outdoor Elements,
Rugged Environment, Water, Gloves,
Long Life Cycle, LCD Bonding

Specialty Touch:

Steering Wheels,
Motorcycle Clutch and Throttle,
Aircraft Control Systems,
Joystick Controls, Boat Throttles

Challenges:

Safety, Efficiency, Performance,
Control, Outdoor Environments, Gloves

Read Our Success Stories!



Quick Overview:

- > These are all durable goods OEMs
- > Not traditional consumer electronics
- > Desire for pcap over resistive
- > Challenging use cases
- > Limited pcap touch expertise
- > Looking for a turnkey solution

Kitchen & Bath:

Major Appliances, Ovens,
Laundry, Refrigeration, Food Service,
Shower Controls

Challenges:

High and Low Temperatures,
Liquids, Steam, Clean-ability



Top 3 Global Restaurant Chain

Overview:


- > designed in 2008 / launched in 2009
- > top worldwide brand
- > extreme durability
- > had to work when wet & through gloves
- > exposure to harsh cleaners
- > needs to beat the competitor

Result:

- > OEM went from 20% to 80% market share
- > one of the most successful launches ever!

select flavor



Aimersoft 

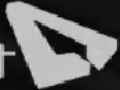


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Aimersoft 



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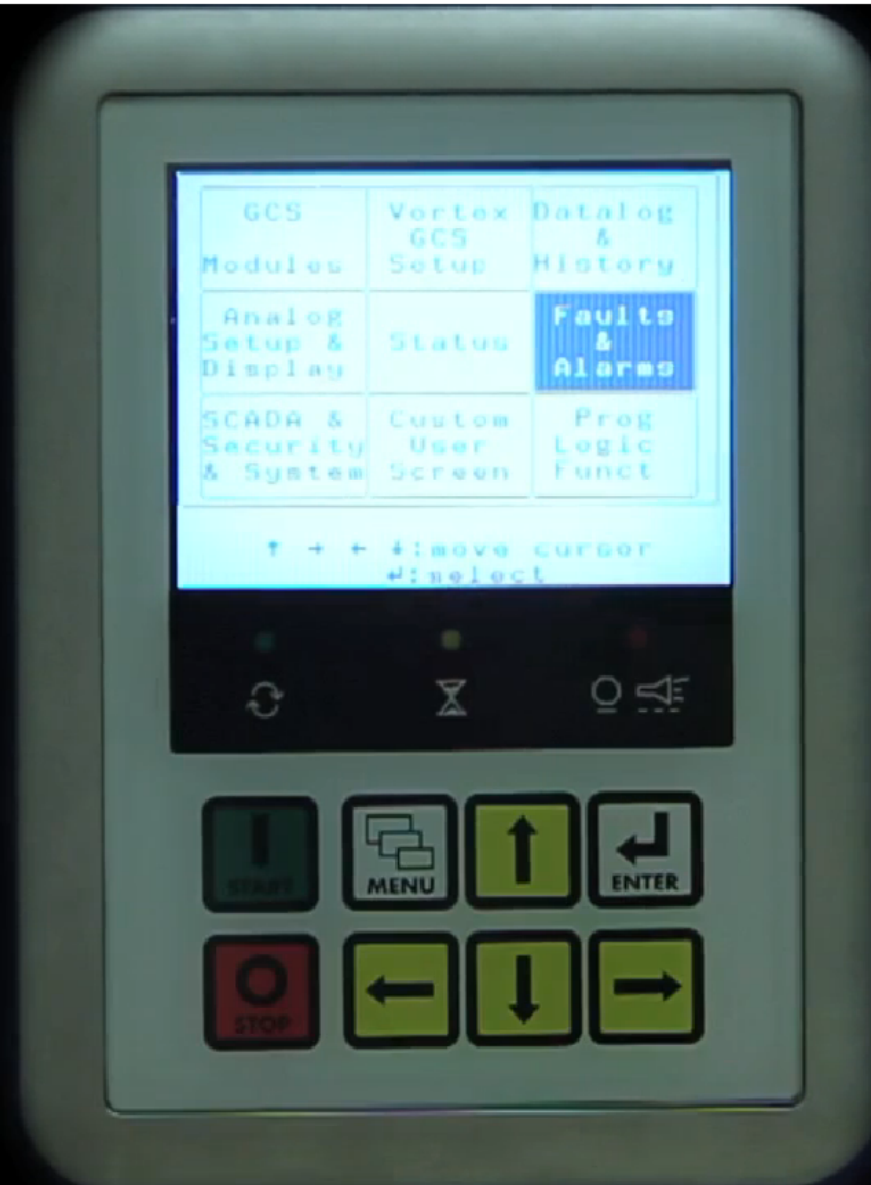
Energy/Mining OEM:

Overview:

- > [first] pcap in mission-critical oil rig
- > Fortune 500 OEM
- > significant failures in the field - membrane
- > extreme durability
- > wide temperature ranges (-40 to 85C)
- > Had to work through winter gloves- **gloveSENSE® in action**

Result:

- > OEM field-tested for 2 years
- > Successful rollout in 2011



Marine:

Sonar, Fish-Finders, Chart Plotters

Challenges:

Saltwater,
Sonar Frequency Interference,
Rain, Storms, Sunlight Readability,
Fish Guts!

Multiple Top 10 Marine Companies:

- > Touch in fresh/saltwater - **waterSENSE® in action**
- > Qualification in marine environment (frequencies, etc.)

Key Elements for Success



Holistic Approach

“Science of Sensing”

Strategic Partnerships

Relevant IP / Offering



Software Expertise

UICO Controller (Sensing)

Drivers (Interface)

RAD (Dev Tools)



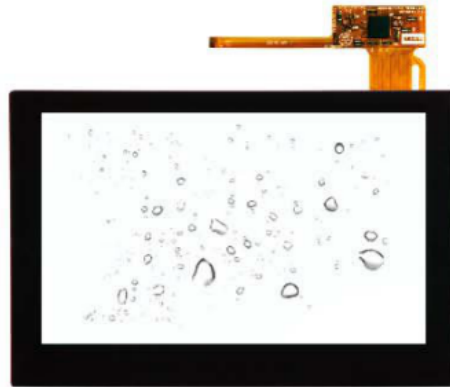
Production

Manufacturing Know-How

US Manufacturing

Asia Manufacturing

duraTOUCH[®]screen



Built to Last.

We combined unique substrates with our **waterSENSE[®]** and **gloveSENSE[®]** technologies to survive the test of time in harsh and extreme environments.

- + High-resolution touch interface, plus gestures
- + Thick glass for durable substrates
- + Solid state sensing
- + Scratch resistant & easy to clean
- + Custom solutions available

Custom Options:

- + Size
- + Sensing Area
- + Thickness
- + Shape and Color
- + 1-point / 2-point Touch Tuning
- + Add features: **waterSENSE[®]** / **gloveSENSE[®]**
- + Custom Integration: Cover lens / LCD / Bezel / Optical Bonding

Why
duraTOUCH?



duraTOUCH[®]surface



Touch without Boundaries.

Our flexible, touch-sensing surface conforms to complex surface geometry. Combined with our **waterSENSE[®]** and **gloveSENSE[®]** technologies the possibilities are simply endless.

- + Enhances Safety
- + Saves Lives
- + Improves Performance
- + Increases Productivity
- + High-resolution controlling
- + Wraps and conforms to curved surfaces
- + Solid state sensing
- + Unmatched efficiency, control and safety
- + Custom solutions available

Custom Options:

- + Size
- + Sensing Area
- + Thickness
- + Shape
- + 1-point / Multi-Touch Touch Tuning
- + Add features: **waterSENSE[®]** / **gloveSENSE[®]**
- + Custom integration into your product

Why
duraTOUCH?



Thanks!

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