



Press release

## eyefactive extends its touchscreen portfolio

The multitouch specialists eyefactive have added a new range of touchscreen systems to their portfolio since early 2017 - available either for purchase or rent. LCD displays with different touch sensors in different sizes and formats, including the transparent touchscreen display system HYPEBOX as well as the interactive shop window SAPPHIRE.



Touchscreen technology still is the dominant topic in the digital signage sector. The interaction with a display e.g. at point of sale is not frowned upon as a playful gimmick anymore, but poses an essential extension to the overall communication process. Even more so, in most cases touch technology is expected as standard by customers these days.

As a consequence, eyefactive has extended its hardware portfolio by several new variants. In addition to their own rear-projection technology of sheer unlimited applications, eyefactive offers new LCD based touchscreen systems with PCAP or IR touch sensors.

The interactive touchscreen shop window display SAPPHIRE extends the retail space virtually at point of sale beyond regular opening hours. The outdoor touchscreen is safely mounted behind the shop window but ensures interactive operation on the outside at any time, day and night.

The HYPEBOX has a transparent touchscreen, which can display digital additional information about the product in the showcase behind the screen. The touchscreen's interactive control is fully multitouch-enabled.

Also part of the product range of the specialists for interactive

**LOCATION** Wedel (Hamburg)

**DATE** 30.03.2017

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systems, for quite some time now, is the LCD touchscreen table ALPHA with a premium capacitive multitouch display by 3M. The table can be ordered in various display sizes and colors. Based on the same technology but a different design offer the protagonists of eyefactive's new product lines: the touchscreen stele TALOS with displays in portrait format and the multitouch terminal DELTA.

### Links

- [Transparent Touchscreen Display HYPEBOX®](#)
- [Touchscreen Shop Window Display SAPPHIRE](#)
- [Touchscreen Table ALPHA](#)
- [Touchscreen Kiosk Terminal DELTA](#)
- [Touchscreen Stele TALOS](#)
- [Touchscreen Displays and Videowalls](#)
- [Products: Overview](#)

### About eyefactive

eyefactive from Wedel (near Hamburg / Germany) is the leading provider for interactive multitouch and multiuser technology in large-scale. The product portfolio consists of flexible and scalable multitouch displays integrated into tables and walls as well as the first dedicated app-platform for interactive signage software. For effective marketing at points of sale & information and creative teamwork in companies. eyefactive has been awarded multiple times, e.g. "ICT start-up of the year 2012" by the German Federal Ministry of Economics and Technology. Clients are world renowned brands like Porsche, Mercedes-Benz Bank, Beiersdorf, Siemens and Olympus.

Please find more information here: [www.eyefactive.com](http://www.eyefactive.com)