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**TE CONNECTIVITY EXPANDS INTERACTIVE DIGITAL SIGNAGE PORTFOLIO ADDING NEW 55-INCH DISPLAY WITH OPTICAL MULTI-TOUCH AND INTELLITOUCH TOUCHSCREENS**

--New IDS Touchscreen Plus Enhancements for Existing Models Give Customers a More Dynamic and Sensitive Touchscreen Experience--

**NATIONAL RETAIL FEDERATION (NRF), NEW YORK, NY** – Jan. 16, 2012 – TE Connectivity today announced the launch of its largest Interactive Digital Signage (IDS) touchscreen display and the enhancement of existing models with innovative optical multi-touch and IntelliTouch surface acoustic wave (SAW) touchscreen technologies to continue to provide boundless options to the growing market for interactivity. TE Connectivity will be exhibiting and demonstrating these new products and enhancements at the NRF101st Annual Convention & EXPO on January 16-17, Jacob K. Javits Convention Center in New York, booth #2471.

The new Elo TouchSystems 5500L 55-inch touch display, available with either optical multi-touch or IntelliTouch SAW touchscreens, is thinner than existing IDS displays and compatible with optional computer modules. In addition, the company has enhanced the 4200L and 4600L (42-inch and 46-inch) IDS models with optical multi-touch technology, allowing more customers to benefit from the latest technology advancements. Elo TouchSystems IDS displays are designed specifically for demanding applications such as shopping malls, retail outlets, hotels and public venues of nearly every kind.

“We are very excited to launch our newest IDS touch display, leveraging the same reliability and quality Elo TouchSystems touch products are famous for. Touchscreens on Elo IDS displays are fully integrated at the factory and not added “aftermarket”. This means customers get a ‘designed for touch’, commercial grade display platform.” stated Neeraj Pendse, global product line manager at TE Touch Solutions. “By adding optical multi-touch functionality to the already existing 4200L and 4600L displays, we are providing customers with a wide breadth of cost-effective interactive display options.”

The Elo TouchSystems IDS displays are hard-wearing and stylish, making them an excellent choice for "Out-of-

Home" public locations which intercept prospects and customers in high traffic paths with interactive messaging. IDS displays are well suited for a variety of hospitality, casino gaming, healthcare and retail settings seeking to engage customers with a very dynamic and sensitive touchscreen experience. With interactivity, customers benefit from a richer experience that delivers content tailored to their needs. Customers actively choose the content they view and become active participants instead of passive viewers. Now, end-customer engagement can also be measured in real time to provide valuable data to marketers. Elo TouchSystems products also deliver the most rugged touch solutions able to perform and withstand the rigors of public applications and environments. Constructed of commercial-grade components, its solutions last longer than alternative consumer-grade products.

More information about the new Elo TouchSystems 4200L, 4600L and 5500L IDS touchmonitors can be found at:

- [Elo 5500L Product Information](#)
- [IDS Product Overview](#)
- [IDS Solutions](#)
- [Optical Technology Information](#)
- [Elo TouchSystems Website](#)
- [TE Connectivity Website](#)

## **About TE Connectivity**

[TE Connectivity](#) is a global, \$14 billion company that designs and manufactures approximately 500,000 products that connect and protect the flow of power and data inside the products that touch every aspect of our lives. Our nearly 100,000 employees partner with customers in virtually every industry—from consumer electronics, energy and healthcare, to automotive, aerospace and communication networks—enabling smarter, faster, better technologies to connect products to possibilities. More information on TE Connectivity can be found at <http://www.te.com>.

## **About TE Touch Solutions**

TE Touch Solutions, a global leader in touchscreen technology, develops, manufactures, and markets a complete line of touch screens, touch monitors, and all-in-one (AiO) touch computers under the Elo and TE brands. Backed by over 40 years of touch experience and with multiple touch technology options, including surface acoustic wave (SAW), resistive, surface capacitive, projected capacitive, acoustic pulse recognition (APR), infrared (IR), and multi-touch, TE and Elo touch products are available for diverse applications in retail, point-of-sale (POS), kiosk, medical, industrial, hospitality, transportation, automotive, mobile and gaming markets. Visit [www.elotouch.com](http://www.elotouch.com) or call 1-800-557-1458 for more information.

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