



**FOR IMMEDIATE RELEASE**

**NextWindow Interactive Displays to Dominate Digital Signage Expo**  
*Experience Touch First-Hand With Large Format Technology*

**Emeryville, CA – February 22, 2008** – With touch screens becoming de rigueur for the digital signage industry, one standout company, NextWindow, Ltd., the international leader in optical touch screen technology, will feature its interactive displays in partner booths throughout the Digital Signage Expo held on February 27 and 28, 2008 at the Las Vegas Convention Center. The expo will feature NextWindow's 2400 Series Screen Overlays, and 2100 Touch Screen Kits in many exhibitors' booths, including NEC (Booth #113), Ingram Micro (Booth #369), Electrograph (Booth #469), Scala (Booth #305), Alive Promo, and others.

"We are proud to have our products so well represented at the show," said Anthony Uhrick, NextWindow's VP of Sales for North America. "Not only will this allow people to see our touch technology in actual use, but it speaks volumes about the trust our partners put in our products."

NextWindow's proprietary optical touch technology 2400 Series Overlay can turn most large monitors (32"+) into an interactive touch screen without tools and without voiding a manufacturer's warranty. NextWindow also offers a 2100 Touch Screen Kit, which is designed to be incorporated into a client's custom enclosure; an example of which can be seen in NEC's booth from display integrator Horizon Technology.

**ABOUT NEXTWINDOW**

NextWindow is an international leader in the design and manufacture of optical touch screen overlays, and OEM touch components, from 15.0" to over 100". The NextWindow 2400 Series robust design, and HID-compliant USB interface provide plug-and-play connection with no proprietary drivers to install. Clear tempered glass and no special surface coatings preserve full clarity of display image. Requires a once-only, four-point calibration and provides accurate touch sensitivity over entire screen. Landscape or portrait orientation, the overlay is constructed of a fully welded steel frame with a black-textured powder-coated finish, and mounts using adjustable tension straps -- no tools required.

NextWindow is a privately held company based out of Auckland New Zealand and has its U.S. headquarters in Emeryville, California. For more information call 1-866-870-9733 or visit on the web at [www.nextwindow.com](http://www.nextwindow.com).

###

**CONTACT:**

Lori Keenan  
Smarthinking – PR/NextWindow  
PH: 847/733-1869  
[Lori@SmarthinkingPR.com](mailto:Lori@SmarthinkingPR.com)