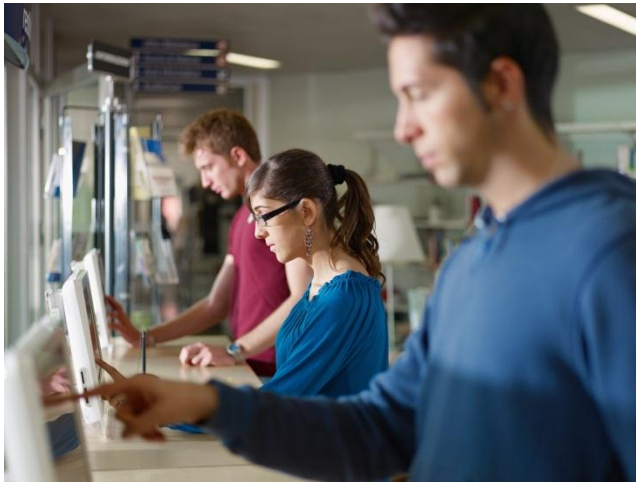


FOR IMMEDIATE RELEASE

TouchSystems' Carol Nordin to Discuss Interactive Digital Signage at DSE 2014



With technologies like NFC, students could send class schedules and documents from a public computer to their personal devices.

January 21, 2014 - Austin, Texas - TouchSystems will be at Digital Signage Expo this February. The touch screen manufacturer will echo the expo's focus on "return on innovation" with its educational workshop about the role of interactive digital signage in today's connected landscape.

"We've watched how people use screens, and they aren't tied to just one anymore," says Nordin. "Customers use their personal devices even as they look at their desktops, watch television, or

interact with something like one of our large-screen touch displays. Businesses that recognize the fact are jumping into full creation mode because they see the possibilities of bringing personal and public devices together. They not only can share time-sensitive promos that persuade customers to act but also can tie those promos to their inventory databases so that prices and availability are consistent no matter where customers are - in the store, on the desktop website, on their phone or tablet, or in front of a large-format touch screen."

The talk, entitled "Omnichannel Strategy, Interactive Digital Signage and ROI," takes place on February 12, 2014 at 3:30pm MST. Attendees will receive handouts for the session and will have an opportunity to ask questions at the conclusion of it.

TouchSystems can be found at booth 1636. Expo attendees are invited to come by the booth and enter for their chance to win \$1000. Several representatives from the company will be available to answer questions about TouchSystems' product offerings.

TouchSystems was established in 1996. The company is a pioneer in the touch technology industry. TouchSystems works with its customers to create innovative touch solutions, such as desktop touch monitors, interactive digital signage, all-in-one systems, kiosks, and industrial controls and peripherals. TouchSystems is based in Hutto, Texas and is a certified woman- and minority-owned small business. For more information, call (512) 846-2424 or visit www.touchsystems.com. TouchSystems also can

be followed on Twitter at http://twitter.com/Touch_Systems and on Facebook at www.facebook.com/TouchSystems.

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