

Press & Media Contact:
Erin Olson, Marketing Manager
Tel: 214-635-1920
EOlson@Ocularlcd.com

FOR IMMEDIATE RELEASE

Crystal Touch: TRUE Multi-Touch Now Available in 17.0-inch Size

Ocular continues to expand premier line of projected capacitive touch panels

DALLAS (May 29, 2012) – Ocular LCD, Inc. today announced the addition of a 17.0-inch projected capacitive touch panel to the Crystal Touch: TRUE Multi-Touch line of touch panels. Ocular continues to grow their product portfolio as a response to the increased demand for larger-size projected capacitive touch interfaces.

“The market for projected capacitive touch panels is continuing to grow at a rapid rate,” said Paul Massey, sr. vice president of marketing and sales. “Industry reports have shown that projected capacitive touch panels have now surpassed resistive touch panel shipments in volume and revenue. Many customers we engage with are looking at projected capacitive touch panels as a way to enhance the user experience and performance of their next-generation products. Projected capacitive touch panels not only increase functionality of a device, but they enable the leading-edge look and feel that appeals to today’s consumers.”

The 17.0-inch Crystal Touch: TRUE Multi-Touch panel outline measures 400 mm by 258 mm and features the Atmel® maXTouch™ 1716E controller. As the largest touch panel in production utilizing the maXTouch line of touch controllers, the 17.0-inch Crystal Touch offers up to 16 simultaneous touch points and has the sophistication to identify and disregard unintended touches.

The newest Crystal Touch: TRUE Multi-Touch projected capacitive touch panel will make its first public appearance at the upcoming SID Display Week exhibition in Boston, starting on June 5. Visit Ocular at booth 855 for a complete demonstration of the 17.0-inch Crystal Touch.

About Ocular

Ocular LCD, Inc., headquartered in Dallas, Texas, is a leading supplier of industrial touch panels and display products to the embedded technology industry. Ocular’s innovative technologies enable equipment manufacturers to quickly bring to market product solutions with leading-edge, touch-enabled display capabilities. In addition to products, Ocular’s extensive knowledge and 25 years of experience allow the team to work closely with manufacturers to design display capabilities that meet the unique requirements of their applications, including the demands of extreme environments. Ocular’s product realization services can combine customized displays and true multi-touch products into a fully integrated and tested turnkey product. To learn more about Ocular, please visit www.Ocularlcd.com.

About Display Week

The 49th SID International Symposium, Seminar and Exhibition, dubbed Display Week 2012, will take place Sunday, June 3-8, 2012, at the Boston Convention Center. Display Week is the premier international gathering of scientists, engineers, manufacturers and users in the field of electronic-information displays. For more information on Display Week 2012, visit <http://www.sid.org/ConferencesExhibits/DisplayWeek2012.aspx> or follow us on Twitter at @DisplayWeek. Share Display Week-related tweets using the hash tag #SID2012.

About SID

Celebrating its 50th anniversary, the Society for Information Display (SID) is the only professional organization focused on the display industry. In fact, by exclusively focusing on the advancement of electronic-display technology, SID provides a unique platform for industry collaboration, communication and training in all related technologies while showcasing the industry’s best new products. With more than 6,000 members worldwide, the organization’s members are professionals in the technical

and business disciplines that relate to display research, design, manufacturing, applications, marketing and sales. To promote industry and academic technology development, while also educating consumers on the importance of displays, SID hosts more than 10 conferences a year, including Display Week, which brings industry and academia all under one roof to showcase technology that will shape the future. SID's global headquarters are located at 1475 S. Bascom Ave., Ste. 114, Campbell, Calif. 95008. For more information, visit <http://www.sid.org>.

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