

Orient Planet

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Press Release

3M MicroTouch screens generate popularity in commercial and retail environment in the UAE

Growing demand for touch screen technology boosts revenues of Masonlite Multimedia

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Easy-to-use interactive screens that use touchscreen technology are replacing keypads in several commercial and retail environments as well as government departments across the UAE.

Touchscreen devices have innumerable applications as they can be used as public information or payment systems, as POS (point of sale) in retail environments or restaurants, in the gaming and entertainment industry and in the medical industry.

Reflecting the trend, Masonlite Multimedia, distributors of high-end multimedia products including global touch screen giant 3M MicroTouch, has reported a 300 per cent increase in first quarter sales. To meet the growing demand, the company has opened a showroom in Dubai, the only facility of its type in the Middle East allowing customers to view and select state-of-the-art professional multimedia products from an extensive product line-up from international suppliers.

“Touch screen technology represents the future of customer interface terminals. Masonlite Multimedia has recorded a dramatic year on year growth in sales as more organisations and governments departments realise the benefits of providing information or services via touchscreen,” said Rob Partos, Managing Partner of Masonlite Media. “With advancements in LCD and Plasma screen technology and attractive high-definition colour displays, touchscreen has earned wide recognition as a preferred POP or POS system in the region.”

“While demand for touch screens in the UAE is a fraction of what it is in a single European or American state, we see huge potential for growth in the UAE as more industries opt for this user-friendly technology. We have noticed a significant increase in per unit demand across the region. While earlier enquiries were for 2 or 3 units per customer, now they are in the region of 10s or 100s of units per customer,” said Partos.

Recognising the Middle East as a high-growth market, 3M MicroTouch appointed Masonlite Multimedia as its exclusive Middle East distributor in 2001, to provide the regional customers with marketing and technical support and maintenance services directly from Dubai.

“Touchscreen has revolutionised the delivery of automated services worldwide. In the Middle East we have noticed a remarkable rise in demand for touchscreen technology as automation is a key element in the e-government projects in the region,” said (name) (title) 3M MicroTouch. “With Masonlite Multimedia as our partners, we are confident of profitably tapping the opportunities available in the near future.”

Recent global reports show that demand for touchscreens far outstrips conventional systems, such as keypads. A study in North America pegs the current demand for touchscreens at 53.8 per cent, while keypads grow at a slower pace of 29.8 per cent.

Apart from 3M products, the showroom also stocks brands such as Conrac, FriendlyWay and Aerome (Germany), PolyVision and dZine (Belgium), PioneerPOS (USA), DisplayLite, MSS Media, FeONIC, Screen Technology and ScreenPlay Communication (UK), Intas and FSN (Korea) and Power Products (Czech Republic).

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About Masonlite Multimedia:

Under the umbrella of the Kamber Awazi group of companies, Masonlite Multimedia ((MMedia), was formed in 1996 to distribute high-end multimedia products for professional users. The philosophy behind the formation of the company was to source and supply leading-edge equipment from around the world, for a client base of system integrators, and thereafter, provide the highest level of support. MMedia represents several prominent hardware manufacturers and is the exclusive agent for every product. All countries in the

region are provided with marketing, technical and after-sales support directly from Dubai. Masonlite Multimedia has built up a client base that includes many Government departments and blue-chip companies covering a region extending from Egypt to Singapore.

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