

**Press Release**

**Masonlite Multimedia integrates the NEC MultiSync LCD 3210 with 3M's MicroTouch ClearTek II touch screen**

*Largest LCD display with integrated capacitive touch screen ideal for use in conference rooms, museums and public information displays*

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Masonlite Multimedia, distributors of high-end multimedia products in the Middle East, including global touch screen giant 3M Touch Systems, has announced that it has integrated the NEC MultiSync LCD 3210, with the newly launched MicroTouch ClearTek II touch screen from 3M, to create the largest LCD display with integrated capacitive touch screen in the Middle East markets.

The touch screen has been designed to withstand scratches, dust, liquids, grease and other contaminants and is ideal for use in conference rooms, museums and public information displays.

3M's ClearTek II touch screen is the latest addition to 3M Touch Systems' series of large format ClearTek touch solutions, ranging from 24" to 32" display sizes. Larger sized displays enable game manufacturers to design the next generation of large format slot machines and provide eye-catching and dynamic interactive applications for customers. The optimized optics of ClearTek II, "smoother-than-glass" touch sensation, extreme reliability and high endurance are the critical features of this large format touch screen.

Rob Partos, Managing Partner of Masonlite MultiMedia, said, "Offering customers the best available products to meet their requirements has been the core objective for us over the years. By integrating 3M's latest offering with the NEC LCD 3210, users in the Middle East can enjoy the benefits of both technologies. 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 region. Touch screens have grown in popularity, especially in public information display systems and shopping malls, and this latest offering will be further amplify the use of high quality touch screens in the region."

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.

"Our large format touch solutions continue 3M's strong tradition of innovation," said Larry Loerch, global marketing manager for 3M Touch Systems. "These large format offerings are ideally suited for both hospitality applications for interactive signage and point of information, and gaming applications for emerging slot machine designs - while delivering easy integration and more flexibility in order to enable creative applications."

The NEC MultiSync LCD 3210 offers TileMatrix function for video walls with integrated tiling functions, intelligent power management features to reduce the total cost of ownership, intelligent self-diagnosis features, auto-bright technology for longer display life time and several other features to ensure high quality performance.

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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.

**About 3M Touch Systems, Inc.**

3M Touch Systems Inc., a subsidiary of 3M, operates globally and reports through 3M Optical Systems Division headquartered in St. Paul, Minn. For more information visit [www.3Mtouch.com](http://www.3Mtouch.com).

**About 3M -- A Global, Diversified Technology Company**

Every day, 3M people find new ways to make amazing things happen. Wherever they are, whatever they do, the company's customers know they can rely on 3M to help make their lives better. 3M's brands include icons such as Scotch, Post-it, Scotchgard, Thinsulate, Scotch-Brite, Filtrete, Command and Dyneon. Serving customers in more than 200 countries around the world, the company's 67,000 people use their expertise, technologies and global strength to lead in major markets including consumer and office; display and graphics; electronics and telecommunications; safety, security and protection services; health care; industrial and transportation. For more information, including the latest product and technology news, visit [www.3M.com](http://www.3M.com).

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