

TECHNOLOGY

Improving Lives

Giving Consumers Control At Their Fingertips

(NAPSA)—If you're like most Americans, you don't even realize how often you turn to touch-screen technology to get things done. From ATMs to grocery stores, touchscreens have taken the place of keypads, giving people control where they want it—at their fingertips.

Today, an increasing number of businesses in a variety of sectors, including retail, entertainment and transportation, give people this power through interactive kiosks and displays. From point-of-service ordering systems at delis to point-of-information kiosks in museums, touchscreens are easy, fun and intuitive to use.

In some places, the possibilities for touchscreens are just being discovered.

A single retail outlet today might house thousands of products on its shelves, and differentiating between products or finding the right one can be a frustrating process. However, with interactive displays, consumers can easily research and compare different products while they shop and leave the store with their desired product in hand—or order their desired product and have it delivered.

With touchscreens, consumers are also able to add their own personal twist to the product of their



Here's touching news: Touchscreen monitors can make life easier for companies and their customers.

choice. Touchscreens give consumers the best of both worlds—they can try on sneakers or test drive a car and then use an in-store display to design a unique color scheme for their sneakers or choose a personalized feature set for their car.

Companies that provide interactive touchscreen displays for point-of-purchase, point-of-sale and point-of-information uses, such as Planar Systems, help make the technology more accessible and affordable. With a wide variety of retail-ready options—including stand-alone monitors that integrate with existing computer systems and monitors that can be embedded into kiosk frames—touchscreens bring the shopping experience to customers' fingertips.