

# PRESS RELEASE

## A D Metro Launches New Projected Capacitive (PCAP) Touch Screen Product Line

SAN FRANCISCO – May 20 2016 - A D Metro, a leading supplier of innovative solutions in touch screen technology launches its new line of Projected Capacitive (PCAP) touch screens.

A D Metro announced the launch of its new and innovative Projected Capacitive (PCAP) touch screen product line that it will be showing at the Display Week 2016 tradeshow of the Society for Information Display (SID) in San Francisco.

A D Metro 's latest innovative solution in touch screen technology, delivers a line of Projected Capacitive (PCAP) displays with a common controller. The common controller serves a range of PCAP touch sensor sizes and formats. "This innovative approach to projected capacitive touch screens, overcomes traditional hurdles faced by application developers, reducing development costs and accelerating time to market" stated Albert David, CTO at A D Metro. The new PCAP touch screen product line with its range of standard sensor sizes can reduce the non-recurring engineering (NRE) expenses and minimum order quantities (MOQ) that are common when matching pairs of individual PCAP sensors with controllers. These NRE and MOQ requirements are often a significant factor when developing a product with an embedded PCAP touch screen and frequently restrict PCAP adoption to high volume products. A D Metro's innovative common group controller approach, with a range of off-the-shelf sensors, extends the addressable market where PCAP touch screen solutions are economically viable in industrial, commercial and military applications.

### About A D Metro

A D Metro, Ottawa, Canada, designs, manufactures and supplies innovative touch screen technology solutions for leading original equipment manufacturers (OEMs), system integrators and value added resellers. Everyday A D Metro's products are touched by millions of people around the world. A D Metro's patented ULTRA with its armored glass surface is the market leader in durable resistive touch screens; and its Projected Capacitive (PCAP) touch screen kits simplify product development and accelerate time to market. A D Metro offers custom design, manufacturing, and product enhancement options for the most rugged and demanding applications.

For touch screen solutions, ask the experts at A D Metro or visit our website at [www.admetro.com](http://www.admetro.com).

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