

Transform Pioneer's Professional Plasma Display Into The Ultimate Presentation Tool With New Touch Screen Device

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At the Systems Integration Expo and Conference today, Pioneer Electronics (USA) Inc. introduced the PDK-50HW3 touch screen device designed to add touch screen capability to Pioneer's industry-leading 50-inch professional plasma displays. When the device is used with third party touch screen software it can transform most of Pioneer's 50-inch professional PureVision plasma displays into high resolution touch-screen monitors, creating the ultimate interactive tool at the office, in an information kiosk, on a showroom floor or for promotional purposes. Unlike other touch screen devices, the newly designed PDK-50HW3 is USB powered offering a one-wire solution for data and power. Since it is a bezel and not an overlay, the image quality remains crystal clear. It also comes equipped with a state of the art mouse pen.

"Transforming a 50-inch professional plasma display into a 50-inch touch panel display gives users that interactive experience traditionally accomplished with small screen displays," said Jim Krodel, director of professional display products for Pioneer Electronics (USA) Inc.

"Pioneer's industry-leading professional plasma displays are an effective tool for multiple display applications. Whether they are used for digital signage or in an information kiosk, the flexibility of Pioneer plasma technology will capture and hold people's attention as they view the content displayed on the screen."

The PDK-50HW3 touch screen device fits around the bezel of the

PDP-503CMX and PDP-504CMX 50-inch professional plasma displays and uses a Pioneer exclusive high-speed infrared scanning system imbedded along the inside border of this sleek lightweight unit. Designed for easy operation and installation, the touch-screen device needs no calibration and is powered by and communicates with the plasma via a USB connection with no moving parts. The touch screen device increases the weight of the plasma by 16 lbs. 5 oz. while maintaining its low-profile appearance slightly increasing the dimensions of the plasma by approximately .75 inches on each side, making it ideal for permanent installations. Unlike other systems, the device is not an overlay on the plasma display causing image degradation. Instead, Pioneer's touch screen device only covers the bezel, leaving users with a bright, clear on-screen image.

The touch-screen device is ideal for an assortment of presentation and display applications when combined with touch-screen software readily available in the market. The PDK-50HW3 provides presenters efficient operation of the plasma display to access, modify and emphasize vital facts and figures during meetings and presentations. With a dedicated writing pen that incorporates mouse button features, users are able to illustrate on-screen data with maximum effectiveness. In addition, the device allows a plasma display to be utilized as an interactive information board at public facilities or for in-store promotional advertisement, providing users with a wealth of information at their fingertips.

The PDK-50HW3 is currently available at a manufacturer's suggested retail price of \$3995.

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