



**FOR IMMEDIATE RELEASE**

## **Medium announces CTOUCH distribution deal**

**Hayes, 26th September 2011**, Medium UK, a value-added distributor specialising in audio visual communications, is to distribute CTOUCH interactive displays with immediate effect in the UK.

Francois Barlinckhoff CEO of CTOUCH said in a statement "Medium UK can offer the necessary focus, specialist support and partnership required to grow our brand profile in the UK. The Medium team is well respected and experienced within the LFD space and this is vital to the development of our brand."

The CTOUCH product range will be positioned as the 'easy solution' for resellers to adopt and promote as it is competitively priced and margin rich, yet feature rich in functionality. The CTOUCH range consists of an interactive Full HD LCD touch displays that also include annotation software. Using optical sensing technology, CTOUCH displays are fast and very accurate to use and offer Dual Touch support when used with Windows 7 and 8 and MAC products.

Mike Clayton, Medium UKs FPD Product Manager said "The addition of the CTOUCH interactive displays range into our displays portfolio enables Medium to offer our reseller partners the widest possible choice of interactive displays. We are getting an increasing amount of requests for touch based displays, this is a mutually beneficial arrangement for both our companies and we believe that the ultimate winner will be the resellers and their end users."

Medium will offer the full range of displays ranging from 32" to 82" in size with a full comprehensive 3 year UK serviced warranty.

**--Ends--**

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### **About Medium UK**

Medium UK is a leading audio visual trade-only distributor with an unrivalled reputation for customer service, industry knowledge and technical support, gained over its 20 years of operation. Medium UK's portfolio of AV products includes projectors, flat panel displays, interactive systems, digital signage from leading brands such as Casio, Hitachi, LG, NEC, Samsung, Sanyo C-Touch and Peerless.

