



Press Release

Protouch touch screens have the X - factor

Protouch touch screen monitors have been credited as the gold standard by ITV1's X-Factor.

The monitors achieved star status after Protouch's 17" Aspect black resistive LCD model was selected as the hardware to compliment a class leading audio playback software package called SpotOn. They were developed into audio systems for television companies and supplied to ITV and other leading broadcasters from around the globe.

The system, that helps Simon Cowell to do his job so well, was used for ITV1's X-Factor to vary the PA mix of the backing music against the backing vocals. Robert Edwards MIBS, Freelance sound director for ITV1's X-Factor said: "The musical director is delighted, Simon Cowell is happy and the system is rock solid. This is the new gold standard."

ITV was also looking to run three parallel services out of Whiteley, Southampton and needed something that could be edited and configured once and copied many times. Once again the Sigma Broadcast and Protouch system was the solution.

And it doesn't stop there; in addition to ITV, ITN, BBC and BskyB, to name just a few, are also using Protouch's monitors for the production of their shows.

After testing many PC based audio systems, BskyB adopted the system as its main audio playback tool across all of its studios. Speaking on the project, Keith Lane, senior sound supervisor, BskyB said: "Sigma Broadcast has produced systems matching our requirements very well, working closely with us and often producing enhancements and updates before we had even thought of them."

The audio system went on to impress Tom Evans, the sound mixer for CBS's "The Late Late Show with Craig Ferguson" in Los Angeles. He was looking for a new system for play out of music, sound effects and voice over cues. It had to be easy to use, have multiple outputs, be fast and accurate, be able to access and search thousands of cues and importantly be reliable with easy ways to back up.

Tom Quarry, Protouch's managing director comments: "We are delighted that the high performance of our touch screen equipment is being recognised by broadcasters on a global scale. In addition to this fantastic audio system, another of our touch screens, the NEC model, is also used as part of a virtual graphics and sport analysis system in live sports broadcasts."

Protouch has now rolled out 100+ monitors to the integrators of SpotOn, Sigma Broadcast - experts in broadcast, production and engineering projects - to be used by broadcasters.



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Notes to the editor

Protouch manufacturing Ltd was founded in June 2000 by Tom Quarry (managing director), Stuart Norris and Peter Sheene.

It has rapidly become established as one of Europe's leading specialist suppliers of touch screen equipment including POS/POI, Kiosks and Monitors, EPOS sales systems and large format, interactive signage for both indoor and outdoor use.

They supply to retail and commercial, hospitality and leisure, museum, government, military, broadcasting, medical, PR/promotions and exhibitions.

Protouch's touch screen kiosks and monitors are beautifully made to an advanced, ergonomically designed style, using only the 'best of breed' components. Fast, accurate and easy to use, they have been installed in over 15,000 retail and other commercial environments in the UK and are constantly in demand for a variety of hospitality spaces, corporate events and exhibitions.

It's clients are, trade, AV dealers and resellers; they may be software consultants seeking an 'integrated' solution or corporate clients looking for a ground up, bespoke system.

Protouch has accumulated a wealth of experience in exclusively manufacturing and distributing touch screen technology products that means it has the in house understanding and expertise to achieve the result clients need. Including liaising very closely with IT / Software developers who provide industry specific software to ensure a totally integrated solution.

Protouch manufacturing Ltd is registered in England and Wales.