



## Interactive Pro-Am Golf Leader Boards Driven By 3M MicroTouch DST Touch Technology

### *Visual Incite Aims to Revolutionize the Golf Fan Experience*

Methuen, Mass., April 15, 2008 – Pro-Am golf tournaments provide golfing enthusiasts the opportunity to watch, meet, and for a lucky few, play with some of the rising stars and certified legends of the game. These tournaments can be spread out over hundreds of acres and sometimes over multiple courses, so it's difficult for players to track their standings and nearly impossible for spectators to follow the progress of their favorite players. Participants have relied on word of mouth, static leader boards, and AV broadcast systems to try to decipher the ever-changing statistics and situations during the tournament, until **Visual Incite** developed an ideal solution...touch-enabled LCD leader boards, networked with real-time information.



For the 2008 AT&T Pebble Beach National Pro-Am tournament, **Visual Incite** (Denville, NJ), a convergence services provider of audio visual and information technology, provided networked display systems that included a 3M MicroTouch DST touch system integrated with a 32-inch LG Flatron LCD display from Kristel Displays (St. Charles, IL), an integrator of custom display solutions. Working with tournament officials, **Visual Incite** strategically located these interactive displays in key public and private venues around the tournament site. These leader boards allowed spectators to locate, track and access statistics on their favorite players instantly and provided a quick and accurate solution for players to track the performance of their peers and access course maps with ball-positioning overlays.

"We knew that we had something unique to offer the Pro-Am tournament by pairing real-time information with easily-accessible, large-screen interactive displays," said Ed Hovsepian, CEO, **Visual Incite**. "The MicroTouch DST touch system exceeded our test requirements, but most importantly, they worked flawlessly at Pebble Beach and received rave reviews from the players and fan base. The screens were a big hit in the hospitality tents with the players who were looking to quickly find their standings and the golf fans who flocked to the screens to keep up with information from all three courses."



"Sporting venues like the Pro-Am golf tournaments require a robust and reliable touch solution and MicroTouch DST's distinguishing product features set it apart from other large-screen touch technologies," said Chris Tsourides, business unit manager, 3M Touch Systems. "DST's fast, accurate and reliable touch response helped enable **Visual Incite's** goal of providing constant access to real-time, up-to-the-minute statistics. And, DST could be located in hospitality tents and semi-outdoor public areas, since it operates reliably when exposed to screen contaminants, such as the sand, grit, and grass prevalent at golf courses. Also, DST's Dynamic multiuser touch capability enabled fans to collaboratively access player and course statistics in groups, as fans clustered around these interactive displays seeking information."

With interactive leader boards fast becoming the norm at Pro-Am tournaments around the country, **Visual Incite's** reliance on 3M MicroTouch DST-enabled displays should help make their leader board solution the standard for this sporting venue.

- **About the MicroTouch DST Touch System**

Based on 3M's patented Dispersive Signal Technology (DST), MicroTouch DST touch systems offer display integrators an ideal solution for large-screen interactive applications that require fast, accurate, reliable touch response. Other unique features include operation unaffected by surface contaminants and "dynamic touch," which ignores static objects on the screen and allows for multi-user touch capabilities.

Dispersive Signal Technology recognizes touch by interpreting bending waves within the glass substrate created by the contact of a finger or stylus on the glass. Since bending waves are unaffected by on-screen contaminants and surface scratches, DST touch screens are well suited for applications, such as interactive digital signage, public way finders, pointof-information stations, corporate directories, retail product selectors, as well as conference room and education presentation systems.

- **About Visual Incite**

**Visual Incite** ([www.visualincite.tv](http://www.visualincite.tv)) is the audio visual and information technology convergence division of API Systems. **Visual Incite** uses interactive audio/visual systems and graphic design to increase viewer awareness and incite the desired behavior experience. The company designs, builds and deploys networks that promote products and services as well as inform, entertain and secure audiences at large venues including major sporting events, college campuses and corporate facilities.

- **About Kristel Displays**

Kristel Displays is a privately held organization that designs and manufactures cost effective, high resolution, custom display solutions. Manufacturing capabilities include: LCD Kits, Open Frame Sub Assemblies, LCD Enhancements, High Bright and Sunlight Viewable Displays in metal or plastic enclosures. Kristel monitors are currently being used in ATM's, Gaming, Point of Sale, Medical and many other specialized OEM applications. Kristel is an ISO9001:2000 registered company with manufacturing facilities in the U.S. and Asia.



- **About 3M Touch Systems, Inc.**

3M Touch Systems Inc., a wholly-owned subsidiary of 3M, operates globally and reports through the 3M Electro and Communications Business, headquartered in Austin TX. 3M Touch Systems provides fast, accurate and reliable touch products to customers worldwide under the “MicroTouch” brand. Popular interactive applications include casino gaming, retail point of sale, foodservice, hospitality, self-service, mobile handheld, and interactive digital signage.

- **About 3M**

A recognized leader in research and development, 3M produces thousands of innovative products for dozens of diverse markets. 3M’s core strength is applying its more than 40 distinct technology platforms – often in combination – to a wide array of customer needs. With \$23 billion in sales, 3M employs 75,000 people worldwide and has operations in more than 60 countries.