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[Home](#) > [News by Date](#) > [Releases from 2003](#) > This news release

[Home](#) > [News by Supplier \(A-Z\)](#) > [Suppliers: T](#) > [Touch International](#) > This news release

[Home](#) > [News by Product](#) > [Displays and Panel Products](#) > This news release

<a href="#">News by date</a>	<a href="#">News by supplier</a>	<a href="#">News by product</a>	<a href="#">Our Newsletter</a>	<a href="#">Home</a>
------------------------------	----------------------------------	---------------------------------	--------------------------------	----------------------



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Case study/Application note received on 20 March 2003 from **Touch International**

## Deutsche Post choses novel touch-based solution

**Touchscreen technology is providing a novel approach to delivery logistics for the German postal service.**

**The traditional courier service simply doesn't measure up to the demands of modern life.**

As people's lifestyles get ever busier, many homes are often completely uninhabited during the day.

At the same time, the huge increase in online shopping means that more and more parcels are simply failing to reach the expectant buyer in a timely fashion while the delivery companies incur escalating costs through failed deliveries.

The result is disappointment all round.

Through its free Packstation service, a user-friendly alternative to the classic courier service, Deutsche Post is able to close the yawning abyss between practical logistics and heightened customer demand.

Packstation is a touchscreen-based machine that allows the user to pick up important parcels 24 hours a day, seven days a week.

This breakthrough in customer service has only been possible through combining the toughest and brightest touchscreen technology from Touch International with the best in slimline display design from Siemens I-Sft.

The systems integrator behind this design is the highly innovative Israeli-based eShip-4u who faced tough competition from 40 other contenders.

Five prototypes were tested, but in the end eShip-4u's flagship has won the first phase of this exciting project.

Feedback to Deutsche Post from customers who have already experienced the new Packstation service is extremely positive.

Highly experienced in this type of systems design, eShip-4u knew that, in order to win the Deutsche Post opportunity, reliability, accuracy and security had to be prime considerations.

Yoav Koster, eShip's VP of Automation and Control Technology evaluated all the touch technologies on the market and, after rigorous testing, concluded that the projected capacitive solution from Touch International - particularly used in conjunction with the Siemens High Bright display was the one best able to meet the exacting requirements".

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"We were up against tough competition with this design - but we were confident we were working with best-of-breed products and above all the best of partners. With Touch International we knew we could rely on them to go the distance with us", said Nir Kinory, founder and Director of eShip-4u.

The project is a further example of Touch International's principle of being "better by design".

Bob Senior, European MD of Touch International, a veteran in the touchscreen industry with some 13 years' experience, recognised the potential for a uniquely durable, high-performance monitor.

The combination of projected capacitive technology, the toughest on the market, with the Siemens High Bright slimline display with its unmatched longevity and resistance to the harshest environments has resulted in a truly robust solution.

Projected capacitive technology - where the touch impulse is projected through 3mm thick glass - is the only touch technology truly suitable for outdoor use.

Unlike all other technologies, where the sensing medium is on the surface and therefore susceptible to interference, in this technology the sensor is embedded beneath the glass making it virtually impossible to destroy the touch functionality.

Projected capacitive technology also demonstrates excellent readability, strong optical clarity and a fast and accurate response to touch even from a gloved hand.

The Siemens I-Sft 15in High Bright slimline display is the only product in its class to lend itself fully to use in a customer-facing, 24/7 environment.

Whereas most products have a lifespan of only 20kh, the High Bright can last up to 100kh.

It also operates perfectly in direct sunlight due its unique backlighting.

Extremes of temperature are no problem and it can cope with ranges between -10 and +60C.

The High Bright takes absolutely no time to warm up so even on the coldest of days it performs faultlessly.

Wolfgang Mildner, Director of Innovative Business for Siemens said "From our experience on this project, we would definitely anticipate Touch International working with us as a partner well into the future".

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