

## Seoul Solution: Rugged, Touch Screen Technology

Written by Roger Douglas  
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**Zytronic** will provide hundreds of state of the art **46” ZYBRID touch sensors** for use in bus shelters all over Seoul, South Korea.

Seoul’s Bus Information Terminal (BIT) project replaces existing non-interactive digital signage to offers commuters touch screen real time information about traffic, transit routes and local amenities.

Working with local partners (**DTH Co. Ltd.** and **Sane Co. Ltd.**), the project will install 300 46” ZYBRID touch sensors based on Zytronic’s **Projected Capacitive Technology (PCT)**

Sane Co. selected Zytronic’s PCT technology for the Bus Information Terminal project after examining other options, including Infrared (IR) touch sensing. They determined Zytronic offered the best, most reliable solution for the high levels of durability and impact resistance required in this outdoor public environment. In this application, the PCT touch sensor, coupled with Zytronic’s single/dual touch ZXY100 controller, is mounted behind and functions through an additional 8mm protection glass and continues to deliver an excellent user experience while enduring hot, humid Seoul summers and freezing winters.

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Furthermore, **the touch sensors are unaffected by scratches, heavy rain, ice, dirt and dust.**

Sales & marketing director at Zytronic, Ian Crosby commented: “Working closely with our South Korean partners, DTH Co. Ltd. and Sane Co. Ltd., has given us a fantastic opportunity to put Zytronic’s proven, rugged, touch screen technology to widespread public use in the capital city of one of the world’s most dynamic economies. The general public increasingly expects similar levels of interactivity from displays they encounter in everyday life, as they enjoy with their smartphones and tablets, and this is a perfect example of how Zytronic’s touch technology enables this to happen.”

Go [ZYBRID Touch Sensors for Seoul Bus Terminals](#)