



**duraTOUCH.**  
World Leader in Projected Capacitive Touch  
for Durable Goods.



Press Release  
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**FOR IMMEDIATE RELEASE**

## Tianma Microelectronics and UICO Announce Partnership to Provide Industrial Bundle for LCD + Touch.

**Joint offering to provide the most robust display + touch solution available on the market today.**

Chino, CA and Elmhurst, IL (January 9, 2011) – Tianma Microelectronics and UICO announced today that they have executed a partnership to deliver a family of standard products utilizing Tianma’s TFT displays integrated with UICO’s duraTOUCH® projected capacitive touchscreens. This alliance will provide the first pre-certified modules that support real-world touch applications for durable products that require exposure to extreme temperatures and impact, have the ability to work in the rain, saltwater or fluids without false actuating and support use with wet or even gloved hands. These capabilities, available with single or multi-touch gesturing, are achieved through UICO’s remarkable gloveSENSE® and waterSENSE® technologies, now available as part of a complete bundle.

“What we have achieved through this bundle solves a huge problem for durable goods OEMs,” according to Bahar Wadia, UICO’s CEO. “Not only are we delivering feature sets that are not currently available in the marketplace, but we have packaged it with very reliable TFT displays from Tianma that can be quickly integrated into a final product. This will be game changing for our customers!”

“We are very excited about this partnership,” according to Lu Do, Sales & Marketing Director of Tianma USA. “We have worked with UICO on a number of projects, and have been extremely impressed with their touch performance within the context of a durable goods environment. Their ability to sense touch through thick substrates and with both gloves and liquids opens up projected capacitive touch to completely new markets. This partnership with UICO will help both companies deliver an even more significant product offering in the years to come.”

This alliance will extend Tianma’s TFT display offering to include UICO’s best-in-class touch innovations, while providing both companies with a fast-to-market solution for their OEM customers in North America, Europe, and Asia. Visit Tianma (Booth #737) and UICO (Booth #610) at the upcoming 2012 SID show in Boston to learn more.



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### **About Tianma**

TIANMA Microelectronics Co., Ltd. (Shanghai Stock Exchange 000050:CH), headquartered in Shenzhen, China, proudly celebrates 29 years of its history since establishment in 1983. TIANMA offers a full range of LCD display solutions from Character and Graphic mono LCD/LCM to full color active matrix TFT display modules. Our strong State level R&D center can provide complete custom solutions to meet specific application needs; including Automotive/Avionic, Medical, Industrial, Portable Handheld, and Consumer Electronics. Our product quality is backed by ISO9001, QS9000, TS16949, and ISO14000 International Certifications. All products are in compliance with RoHS EU Directive as well.

### **About UICO**

UICO, LLC, headquartered in Elmhurst, IL is maker of duraTOUCH®, the world's leading family of industrial touchscreens. UICO's innovative technology and solutions, such as waterSENSE® and gloveSENSE®, enable equipment manufacturers to deliver proven, best-in-class touch features in extreme environments of use, allowing their products to outperform the competition. UICO's North American design and support model enables our OEM customers to succeed across a variety of product categories.