

## **PRESS RELEASE - 27<sup>th</sup> January 2006**

### **CALNE HERITAGE CENTRE TOUCHSCREEN SYSTEMS**

Rascom I.T., in conjunction with the Calne Heritage Centre, announce the public unveiling of their new touch screen systems at the Calne Heritage Centre, New Road, Calne. The Mayor of Calne, Kathy Bowyer, will officially unveil the new systems at an opening ceremony to be held on February 25<sup>th</sup> at 10.30am.

Rascom I.T. have been working with the Trustee's of the Centre for a number of months to develop two interactive touchscreen computer system to expand on the content already available within the Centre through the use of multimedia technology. One system, a fixed display, shows a series of photographs taken in and around the town over the past fifty years. The other, a mobile unit, houses a digitally reproduced collection of rare archive video footage depicting notable events for the town such as the demise of the Harris Bacon Factory and Royal visits.

The installation of the touchscreen systems is a major success for Rascom I.T., a Calne-based computer company, who have successfully combined two I.T. markets – custom-built low-cost high-quality desktop computers with state-of-the-art touchscreen monitors manufactured by Elo Touchsystems, the world leaders in touch technology.

Robert Stokes, managing director of Rascom I.T. said, "From our inception we have been supplying custom-built desktop computer solutions at very competitive prices and have built up a very good reputation for our products and quality of services. We then became an end-user reseller for Elo Touchsystems on the basis that we felt their wealth of experience in the touchscreen industry, combined with their exceptional product reliability, would make them a good company to work with and we could incorporate their touchscreen products very well with our own computer systems. As a result we have amassed huge sales throughout the country to a wide range of buyers from single individuals to small businesses, councils, government agencies and multinational organisations. We also sell to disabled groups and charities where there is a definite requirement for touchscreen equipment in environments where the use of a standard computer mouse is not possible."

"With the Calne Heritage Centre, we saw an opportunity to expand on the information already available on the display boards being used by offering interactive systems that could provide a wider range of visual information such as pictorial archives and video footage. We are also working with the Centre on a number of additional projects that will see further interactive content being made available on the touchscreen systems in the coming months."

"By providing these interactive resources, we hope that this will encourage even more visitors to the centre on a regular basis due to the vast, and ever expanding, amount of local information that will be available on the systems. The touchscreen systems will also provide a wealth of educational value by providing local school children with a large selection of easily accessible historical information about their town. With the introduction of these touchscreen systems, the Centre has probably amassed the largest publicly available collection of historical photographs and video footage covering Calne and it's surrounding areas showing the area's development over the past 100 years. We hope that, over time, the Centre can increase their archived content further as members of the public donate or lend photographs, memorabilia and video content to the Centre for future use."

Rascom I.T. would like to thank their business partners, Sanders Creative and Evolution Absolute, and also the following companies for their assistance in the Calne Heritage Centre touchscreen project: Robin Butler Engineering, Sarivale, Superior Creative.

Primary References

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*Elo Touchsystems*

Founded in 1971, Elo TouchSystems, a unit of Tyco Electronics, pioneered touchscreen technology, helping create an entire industry using touch as a simplified interface between computers and people. Corporate headquarters are in California, with regional offices in Kessel-Lo, Belgium, Yokohama, Japan, and Miami, Florida.

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