

For immediate release
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CD-i/TV COMBINATION NOW AVAILABLE WITH TOUCH-SCREEN

The popular Philips CD-i/television combination, 21CDTV/30, is now available with touch-screen. With touch-screens, professional applications are even easier to operate than with the standard CD-i controllers.

Point-of-sale applications and point-of-information systems are often designed for non-technical users. Combining touch screens and CD-i is the most natural, intuitive human interface for a multimedia application. For example, car shoppers at many auto dealerships now use touch-activated CD-i systems to explore car models, options and colour combinations. Also l'Oreal in the UK is using touch screen in hair salons.

The touch-screen on the Philips CD-i/TV is really plug-and-play. Once it is fitted, as an optional feature, or right away during production of the combi, no calibration is necessary.

On request, several other Philips television models can be equipped with touch screen. For more information consult your local Philips organisation.

Philips Media Professional, uses CD-i for a variety of professional applications, such as point-of-sale, communications and advertising, presentations, telesales, education and training, reference and technical support. Philips Media Professional works with clients, partners and production studios to create effective business solutions. The division also invests in authoring tools for the CD-i platform.

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