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**PRESS OFFICE**

press release

New Tactile look for touch technology tradingIssued by: **Tactile Technologies**

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[Johannesburg, 1 September 2004] - After two years of successfully penetrating the touch screen market in southern Africa with the world-leading Elo TouchSystems technology, Trading IT has relaunched itself this month as Tactile Technologies.

Managing director Mauro Mercuri said the company was getting bigger and better and that the new name more accurately reflected the core business of the company, which is exclusively dedicated to delivering quality touch screen hardware solutions to the continent. "We have a strategic marketing campaign on the go at the moment whereby we would like to remind our clients of what a vibrant, dynamic and professional company this is," said Mercuri. Tactile Technologies will continue to supply the market with Elo TouchSystems hardware, while providing guidance, training, after-sales care and custom-designed products to retailers and distribution channels.

The market continues to look bullish for Tactile Technologies. Having established itself in southern Africa, the team has set its sights further up the African continent and beyond, to the Indian Ocean islands.

Mercuri has long valued the business acumen of many of the merchants and distributors with which his company has been partnered over the years. "I hope to foster similar relationships with other distributors who share Tactile Technologies work ethic as the company continues to establish itself as the leading supplier of touch technology on the continent and surrounds," Mercuri explained.

Not only is the expansion geographic, but also market focussed. Trading IT initially targeted the hotel and restaurant industry but under the auspices of Tactile Technologies, has expanded the gambit of the company far beyond this market, including into the gaming, medical, mining and automobile retail industries.

Mercuri said the company's physical base had also been relocated to the Eagle Park building on the corner of Bosmansdam Drive and Omuramba Road in Montague Gardens, Cape Town. Existing partners and distribution channels elsewhere in the country continue as before.

Editorial contacts