Touch**ify** Announces Partnership with Touch Systems at CES 2019

Touchify will be able to count on a strong support during its visit to Las Vegas for the CES. The startup announces a partnership with the touch screen manufacturer: Touch Systems. The manufacturer will offer a touch screen on the booth of the startup (50215) which will be complemented by demonstrations of Touchify technology.

Why this partnership?

Touchify is a cloud-based platform to create and share interactive marketing and sales contents for any touch screens. Therefore, it is a software solution which requires touch hardware to run.

Touch Systems is a touch hardware manufacturer which is worldwide renowned for the quality of its products. Customers seeking this type of solution also need a platform to manage the content on the screens.

That's why the two companies have decided to partner to provide complete solutions to their customers containing both the hardware and the software tailored to their needs.

Touch screens are the future of Point-of-Sale communication

Touch screens generate about 20x more attention than old-fashioned passive screens (30 sec vs 1.5 sec on average). They offer a better experience to customers by allowing them to regain control over their advertising consumption and find the deals that match them the most.

A consumer who is encouraged to discover via a touch screen is 1.84x more likely to buy, 1.7x more likely to have a positive opinion of the brand and 1.75x more likely to share his positive experience with his loved ones and on social networks.

Through this partnership, brands now have a complete offering of hardware and software to enter this new era of interactive advertising content the best way.

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