



## The Next Level of Touch Technology Introduced

*TouchMagix Media Unveils the Worlds Thinnest Multi Touch Table Computer – MagixTable™ & MagixFone™*

**January 2011**

Dr. Raghunath Mashelkar along with Mr. R Balki unveiled the Worlds Thinnest Multi Touch Table Computer MagixTable™ & MagixFone™ at the Taj Vivanta – President. Conceptualized, designed and manufactured TouchMagix Media Pvt Ltd, the company believes in creating Indian products to cater to the global audience. These products are offered on a ready to use platform, with a touch driven interface designed to interact with its users imitating natural human movements.

Although their initial applications would be seen in brand communication, these products are anticipated to penetrate at the consumer level and in varied other verticals such as education, healthcare, and consumer lifestyle.

Speaking at the launch, Mr. Anup Tapadia, the founder of TouchMagix Media, affirmed, “My exposure to Silicon Valley has helped me find gaps in touch driven technology currently present in the market. The MagixTable™ and the MagixFone™ have interactive applications that will make room for a new segment of marketing channels, to interact with the consumer. These products will create unforgettable experiences for its users which would lead its foray into the consumer segment. The use of this interactive technology has no boundaries. It is the next generation in the space of interactive media. Their use is limitless.”

The MagixTable™ is the first of its kind multi touch table computer, leaving behind its bulky and complex predecessors while MagixFone™ is a combination of hardware & software allowing any user to engage with a display using their mobile phone using just a simple a SMS. The MagixTable™ has a rich application suite with easy customization tools and 40 simultaneous touch points. Further, the consumption of power is 60% less than other surface computers working under any light condition.

### **About TouchMagix Pvt. Ltd.**

TouchMagix is a product of the TechnoKarma Labs, an incubator that was established in 2002 with a vision to design and deliver world class innovations to masses. TouchMagix is a next gen digital media that engages consumers in a completely new experience that involves interaction. TouchMagix offers a new variety of interactive display solutions that will attract your audience to experience interactive content in the most memorable way. Unlike other technologies available today, TouchMagix combines an advanced optical hardware sensor, MagixSense™ together with sophisticated movement recognition software that interprets the user interaction into high-resolution events on the display. TouchMagix has extensive applications in Advertising, Events & Promotions, Corporate Lobbies & Hotels, Retail & Malls, Conferences & Exhibitions and Gaming. For more information, please visit <http://www.touchmagix.com/>.



### About the Founder

Anup Tapadia is the founder of TouchMagix Media Pvt Ltd, an organisation with a vision to design and deliver world-class innovations. The company enables brand owners to engage their consumers through interaction to create an everlasting impact on the consumers mind. At the age of 14, he is the world's youngest professional to pass all the 4 Microsoft Certifications (MCSD, MCSE, MCDBA, MCP). Legends such as Bill Gates, Dr. Irwin Jacobs, founder of Qualcomm, Dr. Abdul Kalam, Dr. Raghunath Mashalkar & Azim Premji have recognized and appreciated his talent.

