



INTUILAB

Press Release

IntuiLab wins 'The Most Innovative Project' EAFS award!

IntuiLab's excellence in in-store multitouch applications has been recognized by the European Association for Self-service (EAFS) at the Digital Signage & Kiosk Europe Expo 2010 Award ceremony.



Labège, France – June 29th, 2010. IntuiLab, the global leader in surface computing software applications, has been honored with 'The Most Innovative Project' award by the European Association for Self-service (EAFS) at the Award ceremony which took place in Essen, Germany, on June 17th during the Digital Signage & Kiosk Europe Expo 2010. The project involved providing a major European telecom operator with a new interactive mobile product and service plan selector application for in-store prospective customers which combines the multitouch software platform from IntuiLab and a full multitouch, high-definition display from 3M, a diversified technology company.

The European Association for Self-Service (EAFS) Awards recognize excellence and innovation in self-service solutions. IntuiLab's (and its partner's) solution impressed the jury by delivering an original and effective solution that clearly enhances the customer experience and demonstrates how self-service can simplify complex purchase processes and directly influence customer decisions.

"This is one of the first multitouch self service kiosk projects in the world developed for a major global company that comprehends a entirely multitouch software and hardware solution," commented Vincent Encontre, CEO, IntuiLab. *"This project and award demonstrate again IntuiLab's leadership in the design and delivery of remarkable and high-value multitouch applications for the retail market."*

About IntuiLab

Founded in 2002 and headquartered in Toulouse, France, IntuiLab is a global leader in the design and development of surface computing-based applications. Through IntuiFace, the company's portable, scalable and extensible software surface computing platform, IntuiLab delivers and deploys applications that bring tangible returns on investment to its clients by providing their customers and users with a more natural, immersive and memorable interactive experience. IntuiLab is a Microsoft Surface® Strategic Partner and has clients in a wide variety of industries such as retail, food and health, banking, aerospace and defense, telecoms and hospitality. More information at www.intuilab.com.