

## FOR IMMEDIATE RELEASE

Transparent Ultra-HD LCD 84" MIRAGE

### **New Transparent 84" MultiTouch Display Debuts at ISE 2014: Sets Pace for Samsung and LG to Follow in Retail Digital Signage Market**

**Amsterdam, Netherlands** - Now you see inside the TV, now you don't. MMT, a leading project-based integrator for large format interactive solutions, will be releasing the first ever Transparent 4K MultiTouch Display called the "Mirage Giant" at Integrated Systems Europe (ISE) 2014 at Hall 8, Booth H-300.

Readers of Gizmodo might remember MMT as the underdog who had a 4K LG 84" TV with Multi Touch in their booth at ISE 2013 before LG did. This year at ISE 2014, MMT sets the pace once again for both Samsung and LG with the first transparent display with Multi Touch in a dwarfing 84inch size.

The Mirage Giant lets presenters place real objects, like the Nike Roshe Run sneakers in the look-thru display box to catch the eye of the audience, while playing **digital content** to tell a brand story. With enough room for even a life-size mannequin, the massive **see-through touch screen** answers the market demand for a turnkey solution to show off new products and even giveaways.

Transparent displays are growing in popularity, because they are minimalistic attention-grabbers in high traffic locations. The Mirage Giant from MMT is available with MultiTouch as a feature too. With the ability to turn heads and engage customers, it's perfect for museums, shopping malls or **corporate story telling**.

But that's just scratching the surface. The Mirage Giant is loaded with goodies that enable agencies and advertisers to create amazing effects and animations. It boasts 15% transparency, Ultra-HD resolution (4K ) and superior color contrast. Although the Mirage Giant is just now "officially" making its debut, you could say it has already been hitting critical mass. Big advertising spender, Toyota, is already using transparent display panels to impress visitors at the North American Auto Show. Samsung and LG transparent display boxes still leave advertisers hanging with no option for touch or high transparency and resolution.

If bigger isn't necessarily better for your marketing campaign, or you're just tight on budget, then you would be happy with the modest pricing options of the Mirage See-Through Screen that are also available in sizes 32", 42", 47", 55" and 70". Customers can also opt-out on Touch for a lower price tag.

Go to [www.mmt.io](http://www.mmt.io) for more information and case studies on interactive see-through screens and touch screens.

#### **About MMT**

MMT is a leading interactive system integrator / manufacturer based out of Germany. MMT relies on technology performance and robust construction to meet the demands of projects seeking interactive hardware to communicate with prospects at trade



# Press Release

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shows, showrooms, reception areas, museums and shopping malls. The company is well known for its unique value-add products for Multi Touch applications in formats, including: walls, tables, screens and showcases.

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