

FOR IMMEDIATE RELEASE

Control Engineering Subscribers Choose BeamOne

Chicago, Illinois, March 8, 2005 – During award ceremonies held at the Peninsula Hotel in connection with National Manufacturing Week, *Control Engineering's* Editorial Director, David Greenfield, announced that the fully functional, touchless holographic interface, BeamOne of [HoloTouch, Inc. \(www.holotouch.com\)](http://www.holotouch.com) and [Atlantex Corporation \(www.atlantex-usa.com\)](http://www.atlantex-usa.com), had been overwhelmingly chosen by subscribers of *Control Engineering* as “most innovative human-machine interface featured in *Control Engineering* during the past year.” Greenfield then presented a *Control Engineering* Engineers' Choice Award for 2004 to R. Douglas McPheters, President of HoloTouch, Inc.

BeamOne (shown below), using patented HoloTouch® technology, is seen by PCs as a keyboard and empowers operators to control equipment by simply passing a finger through holographic images of “keys,” floating in the air. The 1-inch square holographic “keys” appear several inches in front of the hardware. Software included with BeamOne allows keystrokes to be



configured and saved to BeamOne. Power and communications are provided by the PC's USB port, and sensors in BeamOne detect an operator's interaction with the holographic images. Further information about this new product, including specifications, can be obtained at www.holodemo.com, where it can also be ordered.

In accepting the prestigious *Control Engineering* Engineers' Choice Award, McPheters commented: “we are grateful to the editors of *Control Engineering* for originally selecting BeamOne for its Editors' Choice Award from among hundreds of products

reviewed. We appreciate this recognition by the engineering community of the potential impact of our revolutionary interface technology, which we envision bringing to many sectors, including consumer electronics, gaming, industrial controls, kiosks and medical equipment, just to name a few. To hasten those applications toward production, we are offering our licensees the holographic and opto-electronic design and engineering services needed to efficiently prototype them.”

Contacts:

HoloTouch, Inc.

R. Douglas McPheters, President

203.656.9686

rdmcpeters@holotouch.com

Atlantex Corporation

John Breitenbach, President

201.664.3445

beamone@atlantex-usa.com

Control Engineering

Mark T. Hoske, Editor-in-Chief

630.288.8570

mhoske@reedbusiness.com

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About HoloTouch Incorporated in Delaware in 2002 by entrepreneur and inventor R. Douglas McPheters, [HoloTouch, Inc.](http://www.holotouch.com) is licensing its interactive holographic controls that float in thin air to manufacturers for specific applications that provide value. HoloTouch's

technology is protected by [US Patent 6,377,238](#) and UK Patent No. 2292711, with additional patent applications pending in the United States and other major industrialized countries. HoloTouch is a registered trademark. For more information about HoloTouch technology, licensing opportunities and how HoloTouch can provide turnkey solutions for specific interface applications, please call 203.656.9686 or e-mail info@holotouch.com. To obtain high-resolution photos related to HoloTouch, please visit www.holotouch.com/press.php.