

HoloTouch

FOR IMMEDIATE RELEASE

HoloTouch® HMI Technology Selected by GE edgelab

Stamford, Connecticut, January 28, 2011 – R. Douglas McPheters, President of [HoloTouch, Inc.](http://holotouch.com), announced today that its widely patented HoloTouch technology has been selected by [GE edgelab](http://edgelab.com) for its vendor demonstration and evaluation program. To further that collaboration, the company loaned edgelab a customized example of HoloTouch technology for demonstration and evaluation by GE senior management, students and the general public, an intuitive, touchless switch with no moving parts that is shown at the right.



Located within the Stamford, Connecticut campus of the University of Connecticut, edgelab is a state-of-the-art, information technology and e-business facility that works with students, faculty and business executives in an environment that promotes new ideas, solutions to real business problems and feedback through cutting-edge research and curricula development. Edgelab bridges the gap between academic research and applied corporate practice in a graduate research facility that melds capability of senior faculty, GE executives, business students and public-private partnerships.

McPheters observed, “working with edgelab offers excellent opportunities for enhanced collaboration with GE senior management, UConn students and faculty and members of the general public and press interested in “over-the-horizon” technologies that bring competitive advantages to companies that adopt them such as HoloTouch technology.”

HoloTouch, Inc. licenses its HoloTouch technology for use in specific devices and offers design, engineering and manufacturing services needed to build prototypes of those devices.

Complimentary trial demonstration units of this touchless switch are available to qualified OEMs by request to newproducts@holotouch.com.

HoloTouch, Inc. is a [Connecticut Technology Council](http://connecticuttechnologycouncil.com) and [FastTrack](http://fasttrack.com) company and has been repeatedly recognized by industry groups and publishers for its technological excellence, innovation and product development including readers and editors of Control Engineering, Connecticut Quality Improvement Award Partnership, Connecticut Technology Council, Product Development and Management Association and International Hologram Manufacturers Association.

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Incorporated in Delaware by entrepreneur, inventor and veteran R. Douglas McPheters, HoloTouch, Inc. licenses its widely patented technology for use in interactive holographic controls that float in thin air to manufacturers for specific applications. The company offers design, engineering and manufacturing services needed to provide turn-key solutions utilizing its revolutionary technology. For more information about HoloTouch technology, licensing and product opportunities and how HoloTouch can provide turn-key solutions for customized HMI applications, please call 203.588.9808 or write to info@holotouch.com.