

## PRESS RELEASE

For Immediate Release

# SENSE touch window fights bacteria with new coating

## Long-lasting solution is the most hygienic yet

**Seloy Live**, manufacturer of innovative interactive glass is delighted to announce that its unique SENSE interactive touch window is now protected against bacteria and other germs thanks to the addition of Fineko's safe and environmentally friendly Total Protect™ film coating. With multi-touch displays [in the news](#) recently for coliform bacteria contamination, Seloy Live's announcement is a timely one. Attendees at this year's ISE can certainly feel reassured that they are better protected against infection! *ISE 2019 takes place at the Amsterdam RAI from 5-8 February. Seloy Live is based in Hall 8 (8-A380).*

Fineko Total Protect™ products have a bactericidal, fungicidal and virucidal effect, destroying gram positive and gram-negative bacteria, viruses and fungi. The scientifically proven protection provided is long-lasting and can only be removed mechanically, meaning there is less need for surface disinfection. The active ingredients' duration of action is lengthened by low evaporation, and eventually an antimicrobial film forms on the surface. This improves hygiene safety for people working in and visiting public spaces.

"We are delighted to be able to announce this innovative advancement in screen hygiene for our SENSE product range," says Seloy Live COO Jukka Vänskä. "Attendees at ISE 2019 will be able to experience the coating at first hand – although they won't be able to note any difference to performance! What they should be more confident of is that our display solutions won't be the ones at the exhibition passing on germs!"

With interactivity secure within the glass – and customisable to work across some or all of the total available area – SENSE is protected from vandalism and weather, and can be washed just like a regular window. Normally, cleaning a surface coated with Total Protect™ two or three times with regular detergents would mean that the surface would have to be treated again. However, Seloy Live has developed a bespoke Total Protect solution that also includes alcohol-based cleaning solution, renewing the antibacterial effect each time the SENSE display is cleaned.

Thermal insulation, sound reduction, fire protection and theft resistance functionality are also all supported by Seloy Live, and can all be built in to the design phase if required.

SENSE has been installed as the world's first ever see-through, touch-screen storefront in the Kalevala Jewellery flagship store in Helsinki, and was utilised as part of a high-tech immersive popup London event for the Paramount Pictures release of *Ghost in the Shell* in 2017.

For further information on Seloy Live, please visit <http://www.seloylive.com/>

## RELEASE ENDS

PR contact (Europe): Rob Lane | Bigger Boat PR | [rob@biggerboatpr.com](mailto:rob@biggerboatpr.com) | +44 (0) 7986 113 722

### About Seloy Live

*Seloy Live Ltd is a new venture from parent company Seloy Oy. Established in March 2016, Seloy Live's core business is focused on interactive glass and related products and services. Seloy Oy is one of the largest manufacturers of glass elements in Finland with €8m of annual sales revenue. Seloy is a pioneer in manufacturing insulating glass units with decades of knowhow in glass, windows and their derivative products.*

<http://www.seloylive.com/>

### About Seloy Live's products

*Seloy Live's **SENSE** is a state-of-the-art combination of a transparent insulating glass unit and interactive touch technology. Available in any size up to 3m x 6m for indoor and outdoor use, with 'true zero' bezels (in other words, there are none!), SENSE boasts a touch response rate of 5-9-ms.*

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*Seloy Live **SHINE** is a customised mirror solution product that augments existing professional displays of any size – a unique proposition. When the display device is switched off, SHINE functions and looks just like a high quality mirror, but when the device is switched on, its content is clearly visible through SHINE. The product's semi-transparent mirrored glass can support up to 100 touch points with a response rate of 5-9-ms, and is also available without touch functionality.*

*Seloy Live **SHADE** boasts electronically adjustable transparency via a separate circuit breaker, allowing the user to toggle between transparent glass and non-transparent opaque – whilst a transparency dimmer function can also support up to six different opaque colour options. Ideal for meeting rooms, and public buildings, SHADE can also be integrated with touch and interactivity, when in opaque mode, functioning as both glass and interactive projection surface.*

<http://www.seloylive.com/>

### About Fineko Total Protect

The Fineko Total Protect™ product range uses a mixture of extractives combined with alcohols or quaternary compounds in its solutions. The salves only contain extractives. Fineko Total Protect™ acts both chemically and physically. The alcohols and quaternary compounds destroy microbes chemically and the film that forms from the extractives physically protects the surface from microbes. The film binds the microbes in place and prevents them from reproducing and spreading into the environment. Fineko Total Protect™ also enhances the effect of

biocides used in products by binding them to its surface and thereby keeping the surface antimicrobial for longer. The physical film acts against all microbes and, unlike chemical biocides, it does not promote the evolution of resistant microbial populations.