



FOR IMMEDIATE RELEASE
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Contact: Kimberly Elsham
Tel: (312) 327-5260
E-mail: contact.ftpo@ubifrance.fr

DEAM'S ONE-FUNCTION-ONE-ICON DISPLAY MAKES CAR INTERIOR FUNCTIONS EASY AND EFFICIENT

Coming to SAE 2009 in Detroit, April 20 to 23, DieselFrance booth 631

Please click the thumbnail below to open a high-resolution image.



Photo 1: Litface locking/unlocking switch



Photo 2: Deam logo

Chicago, March 13, 2009 (word count: 297)

Imagine a push button in a vehicle that dynamically displays “LOCK” and “UNLOCK” icons on its surface, depending on the status of the door's lock. Everyday car mechanisms like this become easy, understandable, and efficient thanks to Deam's Litface® flexible icon display. Numerous applications are possible such as an intelligent engine START/STOP button, a dynamic display instrument panel, or a smart display steering wheel.

Deam, an innovative French start-up in the field of human-machine interfaces (HMI), develops this new generation of user-friendly interfaces that turn any static interface into a dynamic and contextual one. Through the clear and intuitive Litface® interface, the driver can instantly recognize the required function and activate it with minimal distraction. This improves usability and enhances safety. What's more, Litface® saves material and therefore weight.

It optimizes space inside the automobile and opens up horizons to a stunning new design.

Compliant with any mechanical switch and touch-sensitive technologies, Litface® technology can be applied to smallest input devices such as buttons and keys, up to larger touch pads and control panels. Thinner than 200 µm, its integration into existing interfaces is easily done without any mechanical changes.

David Luo, founder and CEO of Deam, explains, “Today's automobiles evolve more than ever towards vehicles combining economics, comfort and design, notably in the United States. Litface® brings added values in these domains and can make our customer's products outstanding. This means a higher ROI for our customers. We wish to contribute to the success of automobile players in this new evolution.”

Deam is one of the most innovative players in the HMI market. The company has been distinguished by several French Innovation Awards in 2004 and 2005. It is continuously developing innovative HMI solutions for its worldwide customers in the automobile, automation, and home appliances industries.

For more information, please contact:

DEAM

Ms. Anahita Khoschnud
Communications
442, rue Georges Besse
30035 NIMES cedex 1
FRANCE
Tel: +33 (0)4 66 04 41 70
E-mail: comm@deam.biz
Web: www.deam.biz

or:

FRENCH TECHNOLOGY PRESS OFFICE

205 North Michigan Avenue, Suite 3740
Chicago, IL 60601
Tel.: (312) 327-5260
E-mail: contact.ftpo@ubifrance.fr

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