



your hired pen

745 North Gilbert Road, #124
PMB #137
Gilbert, AZ 85234-4616
shannon@yourhiredpen.com
www.yourhiredpen.com
602.809.2800

NEWS RELEASE

Contact: Elisabeth Scherer
DiaTouch, Inc.
Phone: () ___ - ___
e-mail: _____

DIATOUCH, INC. SUPPLIES FIRST-EVER SURVEY AND INFORMATION KIOSKS IN CARIBBEAN REGION

For immediate release

Phoenix, AZ (December 27, 2005) – Aruba Cruise Tourism (ACT), a non-profit organization of the government of Aruba, selected DIATOUCH to provide the first-ever information and survey kiosks in its cruise terminals.

Since the 1950s, Aruba has aspired to be the preferred destination for all respected cruise itineraries. In its new “Welcome Back” campaign, ACT is striving to convert cruise passengers into land-based vacationers.

As part of that effort, ACT chose DIATOUCH, a Phoenix-based company specializing in touch technology applications and software, to supply four survey and information kiosks and their application software throughout Aruba’s cruise terminals.

Using proximity sensor technology, kiosks welcome disembarking cruise passengers with Caribbean steel band music and the invitation to “Come closer and have some fun!” Guests need not be computer savvy – by simply touching the screen, visitors can explore Aruba’s many wonders. There are over 20 suggestions of how to spend a day in Aruba, including local events, sightseeing suggestions and other tourist information. Kiosk users can also view a newly released movie highlighting Aruba’s many attractions.

Moreover, the kiosks include Digivey Survey Suite, DIATOUCH’S powerful survey software that gathers comments from cruise passengers about their Aruba experience. With a few clicks of a mouse, ACT officials can print detailed reports that provide instant, ready-to-use feedback.

The information and survey kiosks, the first ever in the entire Caribbean region, were installed in December 2005. DIATOUCH worked closely with its Aruban distributor, Vision Marketing Services, to design and implement the kiosk information and survey systems.

DIATOUCH is a pioneer in touch screen technology aided applications for marketing research and other industries. Its products and services range from software development and turnkey touch screen Plug&Ask! systems to custom self-service kiosk solutions for a varied customer base. For more information on the firm, please visit our web sites <http://www.diatouch.com> and <http://www.digivey.com> or call 1.866.665.0533.

###

Shannon M. Dougherty