Caltron

Innovative Wayfinding Kiosk Systems

Caltron Customer Spotlight
Integrated Caltron touch-screen monitors provide rugged, trouble-free operation

Location: Maryland, USA   Customer: Kiosk Manufacturer

The leading US wayfinding kiosk manufacturer - ITS, located in Maryland - is integrating Caltron touch-screen flat panel LCD monitors into their kiosks.

"We are having great success in high-traffic areas under rugged conditions," said John Gonzales, founder and CEO of ITS, during an interview. "These Caltron integrated displays are very reliable. They take a lot of abuse."

ITS provides wayfinding and informational kiosk systems to hospitals, office buildings, corporate clients, libraries, universities, shopping malls and other public facilities.

In an earlier letter, Gonzales said, in part:

"...We install touch-screen kiosks into very high-traffic areas, such as office buildings and hospitals. Our systems run 24 hours a day, seven days a week and are heavily utilized in the harshest of environments. I am happy to report that we have always had great success with your touch-screen monitors. They are very reliable and are able to take the abuse that public-information kiosks must endure."

"In addition to your products, the customer service that your staff provides is unmatched in the industry...."

Gonzales elaborated on those comments in the interview:

"We don't have to worry about whether Caltron uses the best and the brightest monitors. Their products are immediately updated as soon as display technology changes. Caltron always uses uses the best and brightest".

"Also, their commitment to the casing is important to us. We design a lot of custom enclosures. We know that Caltron monitors are going to fit."

Asked if Caltron products are unique or unusual, he said:

"We've been using Caltron products so long that we don't know anything about other products, and we don't care about other companies. We rely on Caltron; they use the best."

Gonzales was asked if Caltron had solved any customer service problems.

"Yes, when we first got their 18-inch monitors they had the wrong cables. They got new cables from their supplier and solved that problem immediately."

ITS found that Caltron monitors were easier to mount in their kiosks, because the 15-inch monitors were slimmer than those from other companies and were easier to install. Also, Caltron supplies ITS with mechanical drawings and more mounting holes than other suppliers.

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The use of a universal serial bus (USB) on each monitor also made a big difference. "This was a major thing that made us loyal to Caltron," said Gonzales. "We quickly discovered that the USB made it enormously easier to hook up the monitors. Caltron quickly implemented that for us and made it a standard for us."

ITS also obtained a better interface for the end-user. "I don't use any other flat panel monitors.

The Caltron monitors we get have auto adjust and everything we need. They come set up so the screen takes up the whole display area, which is what wewant. The interface is really something we don't have to worry about - because of Caltron."

Asked about other advantages that Caltron provides to ITS, Gonzales said: "One other thing is they seem to have every type of flat panel monitor that we need, no matter what the application. If we need an 18-inch flat panel desktop monitor, they are able to get it to us right right away. They purchase directly for us. They have a strong commitment to getting whatever we need it.

"Before buying from Caltron, we used to buy the monitors, tear them apart, buy the touch-screen and put it together ourselves. But our monitors failed a lot. Those failures stopped when we started using Caltron."

Caltron uses EloTouch screens. The CEO praised those screens, saying, "They are bright and clear, the best we've seen."

Asked if the company had experienced any problems with Caltron monitors, Gonzales said, "No, they've been holding up fine.

The only time they fail is when we send one to a kiosk manufacturer and they drop it."

The company has been using Caltron monitors since February 2000 and now orders at the rate of several hundred units a year.

Product Details

Caltron has supplied the following models to this company:

FPT-15030TEAR (15-inch open frame LCD monitor with 5-wire resistive touch-screen)
FPT-1503ATEAR (desktop model of FPT-15030TEAR)
FPT-15030 (open frame LCD monitor without touch-screen)
FPT-15030TEAS (15-inch open frame LCD monitor with surface acoustic wave touch-screen)
FPT-15030TEARU (FPT-15030TEAR with USB connector)
FPT-18140TEARU (18.1-inch open frame LCD monitor with 5-wire resistive touch-screen and USB connector)
FPT-1814ATEARU (desktop model of FPT-18140TEARU)

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Visit Caltron's web site at http://www.norca.com.tw for more information. Also, please contact our sales representatives at 886-2-27114453 if you have questions.