



Snowflake 
21/11/2014

FOR IMMEDIATE RELEASE

Contact: Rob Xenos

Tel: 0208 319 7742

Email: rob.xenos@saharapl.com

SAHARA & NUIEQ ENTER EXCLUSIVE UK SNOWFLAKE PARTNERSHIP

Sahara Presentation Systems PLC is pleased to announce the expansion of its strong relationship with NUIEQ®, developer of award-winning multitouch software product Snowflake. The rolling agreement commenced November 5th 2014, which sees all **Clevertouch** interactive screens shipping with a Snowflake license, enabling the user to download the Snowflake version of their choice.

Available in 55"–84", **Clevertouch** utilises the latest touchscreen technology, featuring multi-touch allowing multiple users to interact simultaneously and use gesture control. Combined with Full HD resolution, high brightness and anti-glare as standard, images are always clearly visible, ideal for usage in Education and Business environments.

Clevertouch users can choose from the following Snowflake editions:

- **Snowflake MultiTeach** - a fun educational suite for the younger minds. All game and activity applications are designed to improve both communication and social skills. As children within the classroom share ideas and collaborate together, the software helps build their confidence and helps to develop their knowledge on different subjects, such as spelling, grammar, maths, geography, biology and others. Snowflake MultiTeach can be used in primary schools and early learning situations, as well as within secondary schools.
- **Snowflake Business** - a comprehensive selection of multitouch business tools, which helps companies to gain a competitive edge, when presenting their business and products. Share information and collaborate with peers in a more engaging and efficient fashion. Snowflake Business is used in board rooms, conference rooms as well as in presentation scenarios.

“We are excited to enter into an exclusive agreement with Sahara, which sees them bundle all their Clevertouch displays with Snowflake for the education and corporate markets.”, says **NUITEQ’s CEO Harry van der Veen**. He continues: “Sahara truly understands the importance of offering a complete interactive solution. We have been a Sahara partner for several years and this new agreement is a great value add for their existing resellers and customers.”

“**Sahara** is the dominant player for interactive solutions in the educational space across the UK. This will ensure that Snowflake MultiTeach will be adopted at a rapid pace. The other focus area is the corporate market, as it is a strong opportunity for growth. Combining Sahara’s Clevertouch displays with Snowflake Business, allows us to strongly focus on this market.”, says **Dennis Mohi, NUITEQ’s Global Business Development Manager**. “The Clevertouch is a high quality, robust interactive display and we feel that it leverages the capabilities of Snowflake in multi-user collaborative scenarios, such as corporate board rooms and class rooms, so we are excited about our combined products going into the corporate and educational markets.”

“Snowflake was a natural choice to bundle with our Clevertouch screens.” Says **Sahara’s Sales and Marketing Director, Shaun Marklew**. “**NUITEQ** have been constantly evolving Snowflake since its launch and we are pleased to add this true unlimited touch software to the Clevertouch software suite.”

About NUITEQ

NUITEQ® is an award-winning developer of multitouch software solutions for interactive touch displays. Its multi-user collaborative software product Snowflake Suite, which has been developed for over 7 years, is globally known for its high level of performance and stability. **NUITEQ’s** customers include OEMs, Fortune 100 companies, system integrators and VARs. Its vision is to improve the way people interact with technology, by creating rich engaging user interfaces.

Visit www.nuiteq.com for more information.

NUITEQ® and Natural User Interface® are registered trademarks of Natural User Interface Technologies AB in Sweden and other countries.

Media inquiries

Corporate contact: Harry van der Veen, CEO, NUITEQ +46 70 286 5975
hv@nuiteq.com

About Sahara PLC

Sahara Presentation Systems PLC is a trade only distributor and manufacturer of Audio Visual (AV) products including major brands as well as its own brands of audio solutions, mounting products, and more traditional presentation products including rail systems, dry wipe boards and notice boards.

Media inquiries

Contact: Rob Xenos, Business and Marketing Manager, Sahara PLC, 0208 319 7742

rob.xenos@saharapl.com