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For Immediate Release

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T1Visions Rebrands as T1V

T1Visions has rebranded itself as T1V to more effectively represent the evolution of its Interactive Platform.

Charlotte, NC -- T1Visions, a provider of interactive touchscreen technology, has rebranded as T1V. The new brand aims to streamline T1V's visual identity, making the company more easily recognizable and memorable as the company expands to new markets internationally. This is expressed visually within a modern and progressive logo mark that balances the roots of the company with the requirements of an international and future-proof brand.

The new brand launch is effective June 1, 2015, and is the result of an internal rebranding process undertaken by the company's marketing and creative teams. The primary objectives of the rebrand were to create a visual identity that is more characteristic of T1V products and services: interactive, dynamic, edgy, forward-looking, and innovative. What's more, the team sought to create a versatile brand that would be able to stand alone, and that could translate internationally as the company expands its global reach.

T1V CEO Mike Feldman says: "In 2008, we started as a touchscreen company that developed multitouch software apps. Our products have evolved significantly since then, and we found that our identity as T1Visions was not communicating the progressive, interactive experiences that we are developing at this stage of our growth. This rebrand more accurately captures the essence of who we are as a company: total dedication to all things interactive, 100% commitment to our craft; and the firm belief in the power of what we do. We're enthusiastic about the future of interaction, and we feel our new brand communicates these values, while enabling us to reach new audiences on a global scale."

About T1V

T1V (formerly T1Visions) creates interactive touchscreen experiences. Deliberately large in size and incredibly durable, our Interactive Platform includes tables and walls, along with complementary digital signage and mobile apps. Our products are powered by patented multitouch, multiuser software that transforms public spaces into more dynamic environments. The T1V team is made up of design, engineering, business and technology minds alike - resulting in unrivaled support to our customers from start to finish.

Based in Charlotte, NC, T1V works with retail, events and exhibits, corporate, hospitality, and education markets around the globe. The company is recognized as one of Charlotte's Fast 50 by the Charlotte Business Journal and named to the 2014 Inc. 500 by *Inc.* magazine. Visit www.t1v.com to learn more



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about our products and how we can work with you and your industry.