

Infusion's Next Generation Application for Microsoft Surface Highlighted at the 2011 Consumer Electronics Show

Toronto-ON—Jan. 31, 2011— Infusion's next generation application for Microsoft Surface for the Royal Bank of Canada (RBC) was demonstrated during Microsoft CEO Steve Ballmer's keynote session on January 6 at the 2011 International Consumer Electronics Show (CES) in Las Vegas, Nevada.

The demonstration, viewed by 140,000 in-person and online attendees, highlighted the Samsung SUR40 for Microsoft Surface multi-touch application developed by Microsoft Surface Strategic Partner Infusion as an efficient, cost-effective solution for RBC to optimize its customer engagement in-store.

"Infusion's use of emerging technologies allowed our team to identify how the Samsung SUR40 for Microsoft Surface could be best utilized to meet client needs and expectations. Our strategic collaboration with Microsoft provided us with the opportunity to enhance customer experience by displaying our innovative design and expert software engineering in an inventive way for RBC," said Alim Somani, president, Infusion.

Infusion's Samsung SUR40 for Microsoft Surface application for RBC features a variety of custom elements that enhance the in-store banking experience. The series of elements, designed for Canada's largest bank, provide a simple and unique way to explore and learn about the financial services that RBC can deliver in a low-stress, no-risk environment. The features include: The Big Picture, Drop a Coin, Meet our Experts, Instant Win, and Kid's Corner.

"Infusion took full advantage of the sleek, flexible form factor of the Samsung SUR40 for Microsoft Surface by creating content for RBC customers that can be used effectively in both horizontal and vertical scenarios," said Somanna Palacanda, director, Microsoft Surface at Microsoft Corp. "The RBC application features are fun, interesting and engaging and a perfect fit for Surface, which was ultimately designed to improve collaboration and empower people to interact with digital content in a whole new way."

To view Infusion's Samsung SUR40 application for Microsoft Surface 2.0 RBC application demonstration visit; http://www.microsoft.com/presspass/events/ces/videogallery.aspx?contentID=ces11_video_liveKeynoteDy1 (46.01-47.16)

For more information; contact media@infusion.com, or call 416-593-6595 ext. 4328.

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About Infusion

Infusion solves business and government problems by combining expert software engineering with appealing user experience design. As a Microsoft Strategic Partner, Infusion delivers a combination of enterprise development, innovative design, and a commitment to emerging technologies. More information can be found at www.infusion.com

Photos



LAS VEGAS, Nev. Jan 6, 2011— Mike Angiulo demonstrates the effective use of RBC Mascot, Arbie on Infusion's RBC Surface application at the 2011 CES. <http://www.flickr.com/photos/longzheng/5327763269/in/set-72157625631193687/>



Jan 6, 2011—RBC's mascot Arbie guides users through the applications offered on Surface 2.0. Infusion.