

FOR RELEASE

EMBARGO: 11 a.m., NZDT, November 12, 2014

Contact

Phone: +64-3-669-0040

press@swiftpoint.com

www.swiftpoint.com

Swiftpoint's New Generation Computer Mouse with Truly Natural Touch Wins the Top CES Innovation Award, Launches on Kickstarter

New York, 12 November 2014 – Swiftpoint announced today that its new generation computer mouse Swiftpoint GT has won the 2015 CES Best of Innovation Award and is immediately available for pre-orders through the Kickstarter platform via www.swiftpoint.com/ks

The announcement was made at the CES Unveiled event in New York.

Swiftpoint GT combines intuitive touch gestures with the precision and convenience of a mouse. It is the first device offering a unique combination of user benefits:

- Truly natural touch gestures using a finger and wrist action
- Enables touch gestures with non-touch screens and without having to reach for the screen
- Speeds up work in documents, spreadsheets, popular office and productivity applications by eliminating the dependence on scroll-bars
- Opens up touch to Windows 7 and bridges the gap between touch and non-touch modes in Windows 8 and 10
- Helps achieve touch gesture effects on Mac OS X, Android tablets and iPads (using a remote desktop application)
- Small and lightweight, with a pen-like ergonomic grip comfortable for all hand sizes
- 30-40% more efficient and accurate than a touchpad
- Rechargeable and wireless supporting Bluetooth 4 or the supplied USB receiver



Swiftpoint Founder and CEO Grant Odgers says “Each year, CES, the largest trade show in the US with over 160,000 attendees, awards the top electronic devices the title of ‘CES Best of Innovation’. It’s a tremendous honour that Swiftpoint has been awarded the prestigious ‘Best of Innovation Award’ in the Computer Peripherals category and I’m very proud to see the work of our team achieve world recognition.”

The Computer Peripherals category of the CES Innovation Awards is one of the most hotly contended groups. The awards programme attracts entries from some of the major players that include Sony, Phillips, LG, Samsung, and others. This year the international panel of judges selected Swiftpoint GT as the overall winner of this category, which last year was won by Samsung.

The Swiftpoint GT mouse will be on display at Swiftpoint’s booth 74949 at the Sand Expo Center during the 2015 International CES, which runs January 6 – 9 in Las Vegas, Nevada.

Swiftpoint GT Launches on Kickstarter.com for December Delivery

To reward customers and the Kickstarter community Swiftpoint is today launching its award winning new generation mouse on Kickstarter with a special early bird price offer.

Odgers says “We are active supporters of the Kickstarter community collectively backing 20 projects, and wanted to support this community of people with great ideas, many of whom are also our customers.”

Pledges start from USD \$87.00 for the Swiftpoint GT mouse with a full suite of accessories and free shipping in New Zealand and the US. Shipping is expected to start in the first week of December.

Pledges can be made by going to www.swiftpoint.com/ks

Unique Technology

What makes the Swiftpoint GT a world first is the patented ‘Gesture Technology™’ that enables users to take productivity to a new level. “With just a swipe of the mouse using a natural finger and wrist action, you can quickly and precisely flick and pan straight to where you want to be in a long document or a wide spreadsheet. You won’t need to reach for your touch screen, or click on a scroll bar ever again,” says Odgers.

Touch screens are not ideal for productivity applications in laptop/desktop environments, as they often cause users to work sub-optimally. “Take for example the latest release of Microsoft Office. It has touch and gesture features built in, but the reality is that doing Excel spreadsheets and Word documents with a touch screen does not work well at all. So we still use a keyboard and mouse and miss out on the great touch features that are now built into Word, Excel, and Windows. The Swiftpoint GT solves this problem.” he says.

About the CES Innovation Awards

The prestigious CES Innovation Awards are sponsored by the Consumer Electronics Association (CEA), the producer of the International CES, the global gathering place for all who thrive on the business of consumer technology, and have been recognizing achievements in product design and engineering since 1976.

Products entered in this prestigious program are judged by a preeminent panel of independent industrial designers, independent engineers and members of the trade media to honour outstanding design and engineering in cutting edge consumer electronics products across 28 product categories.

Entries are evaluated on their engineering, aesthetic and design qualities, intended use/function and user value, how the design and innovation of the product directly compares to other products in the marketplace and unique/novel features present.

Products chosen as CES Innovation Honourees reflect innovative design and engineering in some of the most cutting edge tech products and services coming to market.

2015 CES Innovation Honouree products are featured on CESweb.org/Innovation

About [Swiftpoint](#)

Swiftpoint Limited is a Christchurch-based technology development company with offices in New Zealand and the US, and specialises in advanced Human Computer Interface (HCI) software and devices. The company’s technologies integrates mouse pointer and touch gesture inputs to enable users of tablets, notebooks, smartphones and PCs to combine the high accuracy and efficiency benefits of a mouse, while also intuitively supporting the gesture functions now standard in modern operating systems.

SWIFTPPOINT®

Swiftpoint GT is an evolution of the company's innovative portable mobile mouse that has won numerous international awards including the 2011 CES Innovation Award. The ergonomic 'pen grip' design caught the attention of Popular Science magazine, where it made the magazine's "Best of What's New" list. The Wall Street Journal rated the mouse above the best mobile mice from Logitech and Microsoft, and the mouse went on to become a top seller on Costco.com, the second-largest retail chain in the US.

###