

Unlimited Realities Appoints New Chairman

Sam Knowles Joins Unlimited Realities Team

WELLINGTON, NEW ZEALAND – MAY 29, 2011 - Former Kiwibank Chief Executive Sam Knowles has been appointed Chairman of Unlimited Realities, a high growth company providing software to some of the world's largest computing manufacturers.

Knowles is credited with delivering state-owned Kiwibank's record of growth and success, including a suite of banking awards and strong sign-up rates, and introducing a new level of competition in banking in New Zealand.

Knowles says he was attracted to the company's impressive global reputation, ambitious plans for expansion, talented staff and the good relationships it is developing with industry leaders around the world.

"If you were to paint a picture of a prosperous future for New Zealand, Unlimited Realities would definitely be in it. It's a template for the kind of high tech, high growth export company our economy needs to fund our lifestyles in the 21st century."

Unlimited Realities was the first company in the world to have commercially available multi-touch software in 2008, a full two years before Apple released its first generation iPad tablet. It's Fingertapps suite of software has been shipping on touch enabled Dell PCs since 2009 and the company is now expanding it's global reach through new business relationships.

Last year, the company was chosen to participate in New Zealand Trade and Enterprise's Beachheads programme, which recognises globally ambitious New Zealand companies and helps them to build and grow their international networks and connections.

Knowles hopes to apply his strong record of helping start-ups achieve significant growth and scale to help Unlimited Realities build on its early successes.

"It's got some very unique and world class technology; our challenge is to make sure we're well positioned for the solid growth opportunities that are starting to emerge."

While Knowles has wide experience in the tech sector and currently sits on the New Zealand governments ICT council, he says his decision to join Unlimited Realities was based as much on the opportunity for him to learn, as well as to contribute.

"I can learn an immense amount from this company in terms of emerging technologies and fast moving consumer markets. In return, my role is to guide the development of Unlimited Realities into an organisation that can continue to sustain its growth into the future."

About Unlimited Realities

Founded in 1996, Unlimited Realities Ltd. has a proven track record of software innovation, product development and commercialization. Building on more than a decade of experience in web, multi-media and user interaction the company expanded into international markets with its launch of Fingertapps in 2008. Fingertapps was the first commercially available multi-touch software on the market. Successful implementations in retail, outdoor advertising and information display led to entry into the consumer device market with the growing need for software that enabled rich, multi-touch interactions on the new generation of touch hardware. Best known for this innovative multi-touch software Unlimited Realities now works across a range of technologies and platforms with a core focus on best-in-class user experiences. For more information visit www.unlimitedrealities.com.

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