



*News From*

# Maggie Brooks

## *Monroe County Executive*

**For Immediate Release**

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### **BROOKS ANNOUNCES ELO TOUCHSYSTEMS IS JULY BUSINESS OF THE MONTH**

Monroe County Executive Maggie Brooks today announced that Elo TouchSystems has been named Monroe County's "Business of the Month" for July and will be featured on Monroe County's website, [monroecounty.gov](http://monroecounty.gov).

Brooks recently joined Elo to break ground on their new custom product development and manufacturing center. Elo currently employs 37 in Monroe County and will create 20 new manufacturing and engineering jobs.

*"Elo TouchSystems is one of the companies I like to mention when I talk about the innovative businesses we have in Monroe County. Elo invented touchscreen technology, including the touchscreen used by football commentators to do the play-by-play on NFL broadcasts," said **Brooks**. "Elo's expansion will increase their local employment by 54 percent, resulting in more good paying jobs in our community."*

*"We explored many options, but the clear winner was to remain in the Rochester area," said **Bill Yates**, local Operations Manager for Elo. "Exceptional programs, schools and businesses abound, making Monroe County one of the most innovative areas in the country. The creative spirit of our great employees is a testament to the high quality of people that make our area so attractive. I am proud that we have chosen the Rochester community as home for Elo's Custom Solutions Group for years to come."*

Elo TouchSystems, founded in 1971, is a global leader in the manufacture of touchscreen display systems used in diverse applications including kiosks, point-of-sale, industrial, retail, medical, financial, transportation, and gaming and entertainment. Elo founders invented touchscreen technology and helped create an entire industry using touch as a simplified interface between computers and people. The company holds over 50 patents on its touch technologies and designs.

Monroe County is a partner in the expansion project, offering incentives through the County of Monroe Industrial Development Agency (COMIDA).

For more information on Elo TouchSystems, visit [elotouch.com](http://elotouch.com).

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**Media Inquiries, contact:**

Department of Communications at 753-1080