

## **INTUILAB EXPANDS SALES STAFF WITH MULTI-TOUCH VETERAN**

### **Addition meets increasing world-wide demand for cutting edge, in-store interactivity**

Toulouse, France – December 5, 2011. IntuiLab, a leader in the business application of innovative multi-touch experiences, is pleased to announce the addition of a new sales executive to its ranks. Mike Bisson joins IntuiLab as Regional Sales Director for the UK, Ireland, Scandinavia, Germany, Australia and New Zealand. This expansion continues IntuiLab's efforts to meet the increasing demand for IntuiLab's [IntuiFace Commerce](#) solution, bringing multi-touch and remote gesture applications to the store, office and customer service desk.

Bisson comes to IntuiLab from After-Mouse.com – a bespoke multi-touch application creation firm - where he worked as their Global Sales Director with a focus on bringing interactivity to real estate, banking and retail. Prior to After-Mouse.com, Bisson spent thirteen years as a Territory Sales Director and B2B Development Manager with Thomasnet, the world-leading industrial search engine produced by Thomas Publishing Company, LLC.

“Retailers of all stripes are eager to deploy innovative digital technologies but remain unfamiliar with the terrain,” says Vincent Encontre, IntuiLab's CEO. “Mike Bisson brings both the technology know-how and a consultative mindset to help our customers understand the potential of natural user interfaces like multi-touch and how best to take advantage. We are lucky to have him on board.”

Born in the United States, Bisson is a French/English bilingual having worked extensively in both Canada and France. He will be operating out of Lyon, France.

### **About IntuiLab**

Founded in 2002 and headquartered in Toulouse, France, IntuiLab is a global leader in the design, development and deployment of surface computing-based applications for multimedia agencies and retail. Through IntuiFace, the company's portable, scalable and extensible surface computing software platform, IntuiLab delivers and deploys applications that bring tangible returns on investment to its clients by providing their customers and users with a more natural, immersive and memorable interactive experience. IntuiLab is a Microsoft and 3M partner and has clients in a wide variety of industries such as consumer goods, banking, telecommunications and hospitality. More information is available at [www.intuilab.com](http://www.intuilab.com).

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If you'd like more information about this topic, or to schedule an interview with Vincent Encontre, please send an email to [info@intuilab.com](mailto:info@intuilab.com).