



IRIS  
CERAMICA  
GROUP

60  
SIXTY YEARS  
OF SURFACES AND  
ENVIRONMENT

**CERSAIE 2021**

## **IRIS CERAMICA GROUP EMBRACES THE FUTURE WITH HYPERTOUCH**

***Iris Ceramica Group presents Hypertouch, the innovative, concealed capacitive technology applied to ceramic surfaces that enhances design functions beyond the imagination.***

***Simply by touching the surface, Hypertouch controls lights, HVAC and audio-video systems and windows, for maximum living comfort and increasingly smart home management.***

For **Cersaie 2021** and in the year of the company's **60th anniversary**, **Iris Ceramica Group**, the Brand that has always interpreted contemporary living and building trends, presents **Hypertouch**, a pioneering solution blending technology and creativity to create increasingly smart spaces.

**Hypertouch** is the innovative **concealed capacitive technology** that, with an integrated system of automatic sensors, activated simply by touching the surface, controls lights, HVAC and audio-video systems and windows.

Easy to install and simple to maintain, **Hypertouch** enhances the **design** and **continuity of surfaces**, eliminating unaesthetic switches and cover plates with a view to **visual cleanliness** and **living comfort**. **Hypertouch** exploits an **exclusive technology, developed and patented by Iris Ceramica Group** that can be applied to all ceramic surfaces, up to 12 mm thick, produced by the Group's Brands. Designers can use all their creative skills to indicate the activation area, using sanding, screen-printing or other finishes. The area can also easily be marked using the controls supplied: minimal, transparent icons that are easy to apply and suited to all colours and finishes.

With **Hypertouch**, ceramic surfaces can switch on the atmosphere and bring the room to life. Design, creative freedom and easy use are just some of the advantages of this solution, which meets and satisfies a new way of designing interior spaces in line with contemporary living needs.

Iris Ceramica Group  
Press Office Supervisor  
Maria Grazia Pacchioni - mpacchioni@iris-group.it

Press Office Iris Ceramica Group  
DigitalMind - press@digital-mind.it



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**Hypertouch** is also available with eco-active **Active Surfaces®**, the patented surface certified to ISO standards, with **antibacterial, antiviral, anti-pollution, anti-odour** and **self-cleaning properties**.

Iris Ceramica Group confirms its pioneering character and innovative business spirit, offering a solution that projects ceramic surfaces into the future of smart homes.

[www.irisceramicagroup.com](http://www.irisceramicagroup.com)

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DigitalMind - press@digital-mind.it