

CeBIT NEWS

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The show's hot innovations leverage corporates' sniffed up legacy apps

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NEW TOUCH-SCREEN VENTURE LAUNCHED

by Keith Waller

Three touch-screen industry veterans are using CeBIT as the launch venue for Touch International (Hall 24, Stand 24, Booth A1), an innovative supplier of high-quality touch-screen components and touch-enabled displays.

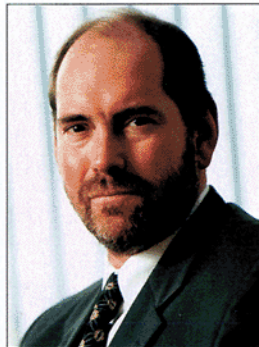
Touch International founders Bob Senior, Michael Woolstrum and Gary Barrett – with more than 40 years of combined industry experience – have set a first-year goal of capturing a double-digit share of the rapidly growing, multi-billion dollar touch-screen market.

"Touch International can be characterised as a flexible supplier, one that provides faster delivery, more attentive service, lower prices, and greater application expertise than the current dominant players in the touch-screen market," says Senior,

Touch International is hoping to cash in on a tremendous expansion in the touch-screen market. Experts forecast global demand for touch-enabled displays is expected to exceed 60 million units in 2002. Current market supply is estimated to be less than 30% to 50% of projected demand. Touch International is seeking to capture 15% of the global market share in the next two years.

The company announced the immediate availability of a set of high-value, resistive touch-screens for point-of-sale, industrial automation and handheld applications. The product family, based on patented technology, consists of high-durability, analog, resistive touch-screens and an innovative touch-pen (stylus).

Available in sizes from 2-inch to 21-inch, Touch International touch-screens can be custom-



Bob Senior, Touch International's managing director for EMEA: "We are confident we can achieve our business objectives."

designed or configured as a drop-in replacement for competitors' displays. Features include a

variety of high-resolution top-sheets, including hardened film for harsh environments; touch response accuracy of 98.5% or better, and controllers to support such popular operating systems as Windows, DOS, Linux, Mac, and OS/2.

Touch International is targeting OEMs, systems integrators and VARs who integrate touch-screens and touch-enabled displays into systems used in industrial automation, retail point-of-sale, hospitality, banking, medical equipment, gaming and entertainment, military, transportation, public-access kiosks and education. The company will also focus on makers of a wide range of portable electronic devices: PDAs, e-books, tablet PCs and signature-capture equipment, hand-held PCs and Internet devices, GPS hardware and mobile phones. ■