



## News

February 25, 2002

Media Info

Channels

News

Web Exclusives

Directories

Tutorials

Products

CE Issues

CE Europe

Trade Shows & Events

Other Resources

Site Search/ Site Map

Home

### Touchscreen industry veterans form Touch International

*Round Rock, Tex. and Trier, Germany* — Three touchscreen industry veterans announced February 20 the launch of [Touch International Inc.](#), a worldwide supplier of high-quality touchscreen components and touch-enabled displays. Company founders Michael Woolstrum, Gary Barrett, and Robert Senior—with more than 40 years of combined experience—have set a goal of capturing a double-digit share of the rapidly growing, multibillion-dollar touchscreen market.

"Touch International can be characterized 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 touchscreen market," said Michael Woolstrum, chief executive officer. "We are confident that our business model enables us to offer customers extraordinary value and greater return on their investment, and we have the collective experience, resources, and resolve to compete successfully on a global scale."

Touch International has acquired [TouchSystem's](#) component business including applications engineering, sales/marketing operations, and established customer base. In addition, Touch International has already developed product for and is currently in contract discussions with several of the world's leading suppliers of point-of-sale (POS) terminals, self-service kiosks, tablet PCs, and personal digital assistants (PDAs).

The new, privately held company has secured partnerships with leading flat-panel (LCD) display manufacturers and touchscreen component assemblers, including eTurboTouch, a developer and manufacturer of computer-input and image-capture devices, with state-of-the-art, high-volume production plants in Taiwan and Southeast Asia.

This multi-source partnership strategy enables Touch International to offer a wide variety and rapid delivery of lower-priced touchscreen products. This approach also enables Touch International to use its intellectual capital to provide added-value services helping customers integrate standard touchscreen products or create customized solutions.

Touch International is targeting original equipment manufacturers (OEMs), systems integrators (SIs), and value-added resellers (VARs) who integrate touchscreens 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.

Control Engineering Daily News Desk  
Gary A. Mintchell, senior editor, [gmintchell@cahners.com](mailto:gmintchell@cahners.com)

For more product information, go to [Control Engineering Buyer's Guide](#)

---

Copyright © 2001 [Cahners Business Information](#), a division of the [Reed Elsevier plc group](#)  
[Privacy Statement](#) | [Contact Information](#)