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21 February 2002

Touchscreen Industry Veterans Unite To Form Touch International

Poised to Challenge Tyco/Elo TouchSystems, 3M Touch Systems

ROUND ROCK, Texas, and TRIER, Germany -- Three touchscreen industry veterans today announced 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 in a relatively young industry -- 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."

Capitalizing on the deep experience of its executive team, Touch International is building momentum on a solid foundation of business acquired from TouchSystems, Inc. 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).

High-Growth Market Opportunity

Ross Young, president of DisplaySearch, the world leader in flat-panel display market research and consulting, said: "Touch International's entry to the market is beneficial for touchscreen customers. Its unique multi-sourcing ability makes it possible for customers to select a solution that best fits the need, not simply settle for what's available. And with touchscreen demand currently exceeding supply in certain segments, Touch International has an excellent opportunity to demonstrate it can scale up quickly and gain a significant share of an expanding market."

Market researchers predict continued expansion in the touchscreen market, with some experts forecasting global demand for touch-enabled displays will reach US\$4 billion in 2004. Researchers also estimate current market supply to be less than one-third to one-half of projected demand.

Multi-Source Partnership Strategy

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, high-reliability touchscreen products. This approach also enables Touch International to use its extensive intellectual capital to provide added-value services helping customers integrate standard touchscreen products or create customized solutions. The company will introduce its flagship product line March 13 at the international CeBIT technology exhibition in Hannover, Germany.