



## **Touchscreen Industry Veterans Unite To Form Touch International**

Three touchscreen industry veterans 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).

Touch International's executive team has broad and deep industry experience. As individuals, each executive has been instrumental in advancing the touchscreen industry from novelty technology in the '80s to niche application in the '90s to mainstream business solution today.

Michael Woolstrum, chief executive officer, is a recognized industry leader with a proven sales record and extensive technical expertise. With more than 10 years of touchscreen industry experience, Woolstrum has held several top management positions, including president and CEO of touchscreen manufacturer TouchSystems, director of worldwide resistive sales for MicroTouch Systems (now 3M Touch Systems), and founder of the MicroTouch Systems Specialty Products Division.

Gary Barrett, chief technology officer, has been a pioneer in the touchscreen industry since 1981. He has held executive staff/director positions at Touch Technology, Carroll Touch (now part of Elo TouchSystems), Gunze Corporation, and The Graphics Technology Company. Barrett holds five key patents related to analog resistive and capacitive touch sensing technology, and has consulted in the development of touch panels with companies around the world. He has founded two touch development companies, which he later sold. AMP (now Elo TouchSystems) acquired his first company, and MicroTouch Systems acquired his second.

Robert Senior, managing director, Europe, Middle East, and Africa, is a start-up specialist with 10 years of experience in global business development, foreign acquisitions, joint ventures, initial public offerings, and distributorships. He has served as the managing director and vice president for MicroTouch Systems, where he created and led five European subsidiaries and established the company's entry into the Asia-Pacific region. As vice

president of worldwide sales at MicroTouch, Senior oversaw that company's record growth to more than \$200 million in revenues.

Rick Ward, vice president, sales, is well known in the touchscreen industry and brings more than 10 years of experience organizing and leading sales efforts on a national and international level. Most recently, he was vice president of sales for TouchSystems, responsible for overseeing international sales. Prior to that he was vice president of international sales Digital Inc./Gunze USA, where he led this touchscreen sales organization from start-up to maturity. Previously, he held regional and national sales management positions at Carroll Touch, where he specialized in aerospace and defense electronics markets.

Touch International has established headquarters operations in Texas and Germany, and 19 sales and support offices across four continents.

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