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Touch International takes aim at touchscreen market

By Dave Elmstrom - March 07, 2002



Three veterans of the touchscreen industry have founded a new company, Touch International Inc., to supply the worldwide market with touchscreen components and touch-enabled displays. The company is also targeting LCD display manufacturers and systems integrators.

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The company recently acquired TouchSystems Inc.'s component business, w applications engineering, sales/marketing operations and an established cust addition, according to Touch International, the company has developed prod contract discussions with several leading suppliers of point-of-sale terminals kiosks, tablet PCs and personal digital assistants (PDAs). The company will flagship product line March 13 at the international CeBIT technology exhibi Germany.

Company founders Michael Woolstrum, Gary Barrett and Robert Senior hav years of experience in the industry. Woolstrum, company CEO, was formerl TouchSystems and a founder of MicroTouch Systems Specialty Products Di chief technology officer, worked as an executive at Touch Technology and C Robert Senior, managing director for Europe, Middle East and Africa, is a st and former executive at MicroTouch Systems.

Touch International has inked partnership deals with flat-panel LCD display touchscreen component assemblers, including eTurboTouch, a developer and computer-input and image-capture devices. Touch International is targeting manufacturers, systems integrators, and value-added resellers who integrate touch-enabled displays into systems used in industrial automation, retail poi kiosks and a variety of industries, including hospitality, banking, medical eq military and educational institutions.

Touch International also plans to focus on makers of a wide range of portabl devices, such as PDAs, mobile phones and signature-capture devices.

"Touch International can be characterized as a flexible supplier, one that pro delivery, more attentive service, lower prices and greater application expertis dominant players in the touchscreen market," says Woolstrum.

- [Summary](#)
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