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Touch International Launches Curved, Resistive Drop-In Replacement Touchscreens

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LUXEMBOURG, Germany & AUSTIN, Texas-- In a move to capture market momentum, Touch International today announced the immediate availability of curved, resistive touchscreens targeted as alternative drop-in replacements to customers currently using Elo TouchSystems and 3M TouchSystems (MicroTouch) products.

The new Spherical Touchscreen Product (STP) will be available in sizes 14 - 25 in., with current availability on 15`` and 17" sizes. Touch International is offering a limited-time, introductory \$99 special on any quantity order of 15`` STP sensors. Target markets include Retail and Hospitality point-of-sale (POS) and kiosk applications.

Market Opportunity

Touch International CEO, Michael Woolstrum sees a great market opportunity for curved touchscreens. Woolstrum cited two price-driven factors that are compounding the price gap between CRTs and LCD monitors, thus sustaining CRT consumption rates; Rising LCD prices and exorbitant overseas LCD tariffs.

In support of Woolstrum's assessment, DisplaySearch, the worldwide leader in FPD market research and consulting, reported that panel price increases were expected to continue through most of 2002. DisplaySearch also cited a supply shortage due to marked increased fab utilization as the driving factor for LCD price increases (DisplaySearch, news release, November 20,2001).

Woolstrum also stated, ``Although, North America represents a large share of the CRT market, specifically for POS and kiosk applications. LCD tariffs in countries such as Brazil, India, and China also influence significant market opportunity, where CRT consumption heavily dominates LCD purchases due to the fifty percent cost differential."

Reflex International, a value-added reseller for point of sale and kiosk terminals, is among the first of Touch International's new spherical touchscreen customers.

Articles for 2002

Month	Articles
November	8
October	50
September	32
August	59
July	50
June	40
May	68
April	56
March	42
February	39
January	48

[2001 Articles](#)
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Search within:

Headline:

Article Text:

Keywords:

Categories:

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Michael Parrish, President of Reflex International, commented, ``Many Companies have discounted Spherical Touch Products (STP) as they migrate to LCD Solutions...This is probably inevitable, but moving from one technology to another always requires a transitional period -- Liquid Crystal, even with lower cost 'Flat' Glass overlays are still much more expensive than a Touch International (STP) Product combined with a conventional CRT."

Parrish went on to say, ``This (new curved touchscreen offering) affords the industry to continue providing economical solutions for many cost-sensitive applications. It's beneficial to the industry that Touch International is on the leading edge of newer technology, while simultaneously supporting the demand for traditional products."

Drop-In Design

STP is targeted for OEMs and Systems Integrators who currently have curved touchscreens designed into one or more of their product offerings. STP is compatible with any 5-wire resistive competitor product and is offered with options for USB, Serial (RS232), or PS/2 connectors.

Available in 15`` and 17" sizes, features include choice of anti-glare or polished, touch response accuracy of 98.5 percent or better, and controllers to support such popular operating systems as Windows, DOS, Linux, Mac, and OS/2.

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