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Touch International Launches Curved, Resistive Drop-In Replacement Touchscreens Market Demand for CRTs Remains Strong

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TRIER, Germany and 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.

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."

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

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. 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.

About Touch International

Founded by three industry veterans, Touch International, Inc. is a privately-held worldwide supplier of high-quality, touch-enabled monitors and touchscreen components. Through its multi-source partnership strategy, Touch International is able to offer a wide variety and rapid delivery of lower-priced, high-reliability products, based on customer needs and specifications. The company has formed partnerships with leading touchscreen component manufacturers with state-of-the-art, high-volume production plants in Taiwan and Southeast Asia. Touch International has headquarters in Austin, Texas and Trier, Germany, with 19 additional sales and support offices on four continents.

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