

The Leading Edge of Touch

Geoff Walker

Global Director of Business Development

Tyco Electronics – Elo TouchSystems



"It's a New World, Are You Part of It?"

March 2-4, 2009

Hilton Torrey Pines

La Jolla, California

Elo TouchSystems

- ❖ Founded in 1971; invented the touch screen
- ❖ World's largest supplier of large-area (>10") touch screens
- ❖ World's largest supplier of LCD touch monitors
- ❖ Widest selection of touch technologies
- ❖ Approaching a half-billion dollars in revenue with 425 people
- ❖ Manufacturing & integration in China, Japan, Brazil, Belgium, New York & California

Business unit of Tyco Electronics

- ❖ \$15B revenue in 2008
- ❖ 92,000 employees in 54 countries (34,000 in China)
- ❖ One of the world's largest electronic component suppliers

Agenda

- ❑ Touch Technologies
- ❑ Why There Are So Many
- ❑ What an OEM Should Do
- ❑ What's Coming



Touch Technologies Today

- ❑ 88% of the touch screens shipped in 2008¹ were one of the four “traditional” touch technologies
 - ❖ Analog resistive
 - ❖ Surface capacitive
 - ❖ Surface acoustic wave (SAW)
 - ❖ Scanning infrared (IR)
- ❑ Today there are 8+ additional new technologies competing
 - ❖ Projected capacitive
 - ❖ Camera-based optical
 - ❖ Acoustic Pulse Recognition (APR)
 - ❖ Dispersive Signal Technology (DST)
 - ❖ Waveguide infrared
 - ❖ Force sensing
 - ❖ Digital resistive & hybrid digital-analog resistive
 - ❖ LCD in-pixel sensing (“in-cell”; three different varieties)



(1) iSuppli *Touch Screen Special Report*, May 2008

Why There Are So Many New Technologies

- 1 Proliferation of touch
- 3 Touch is an indirect measurement
- 2 There is no perfect touch technology
- 4 The drive for fundamental intellectual property
- 5 Vertical integration

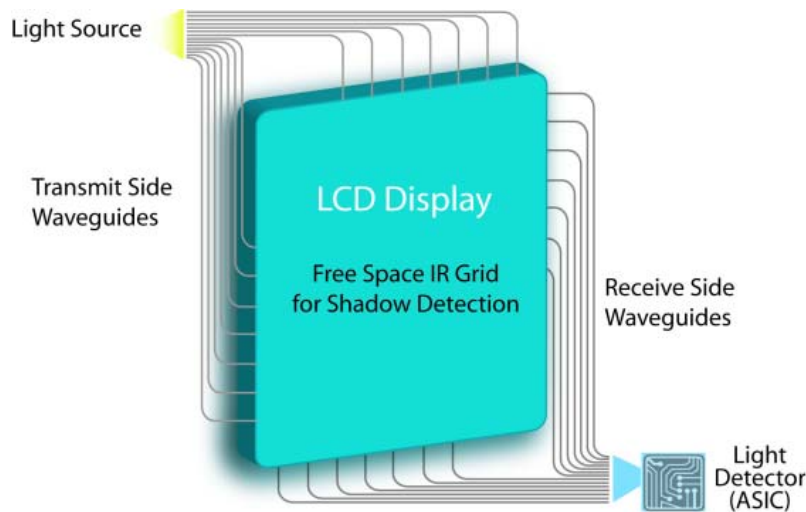


Illustration courtesy of RPO

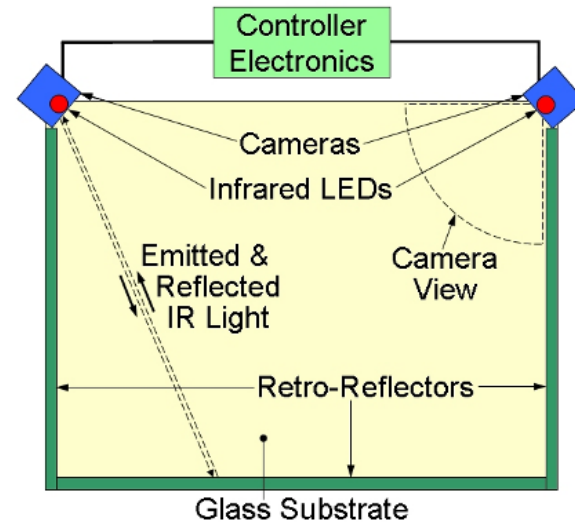


Illustration courtesy of NextWindow

① Proliferation of Touch

- ❑ Humans cost \$\$ → Proliferation of self-service
- ❑ Increasing display ubiquity & decreasing display cost
- ❑ Simplification of the user interface
- ❑ Hand-eye coordination
- ❑ Shrinking device size
- ❑ Single global hardware device
- ❑ Increased awareness of value
- ❑ Viral behavior (the iPhone effect)



Photo courtesy of Apple

② Touch Is An Indirect Measurement

What's Being Measured	Touch Technology
Voltage	Resistive (all forms)
Current	Surface capacitive
Time delay	Surface acoustic wave
Change in capacitance	Projected capacitive; LCD in-cell (capacitive)
Absence of light	Infrared, camera-based optical, LCD in-cell (optical in high ambient)
Presence of light	LCD in-cell (optical in low ambient)
Sound	Acoustic Pulse Recognition (APR)
Bending waves	Dispersive Signal Technology (DST)
Force	Force sensing
Resistance (contact closure)	LCD in-cell (resistive)

**The ideal method of detecting touch
has yet to be invented!**

③ There Is No Perfect Touch Technology

Desirable Characteristic	Touch Technologies													
	Analog Resistive	Digital Resistive	Surface Capacitive	Projected Capacitive	SAW	Traditional IR	Waveguide IR	Camera-Based Optical	APR	DST	Force Sensing	LCD In-Cell (Optical)	LCD In-Cell (Capacitive)	LCD In-Cell (Resistive)
Usability														
Touch with any object	H	H	L	L	M	H	H	H	H	H	H	L	L	L
No unintended touch	H	H	H	H	H	L	L	L	H	H	H	H	H	H
Multi-touch	L	H	L	H	M	M	M	H	L	L	L	H	H	H
Touch & hold	H	H	H	H	H	H	H	H	L	H	H	H	H	H
High durability	L	L	M	H	H	H	H	H	H	H	H	L	L	L
High sensitivity (light touch)	H	H	H	H	M	H	H	H	M	H	L	H	H	M
Fast response & drag	H	H	H	H	M	M	H	H	M	H	M	M	M	H
Stable calibration	M	M	L	H	H	H	H	H	H	H	H	H	H	H
Very smooth surface	L	L	H	M	M	M	M	M	M	M	M	L	L	L
No liquid crystal pooling	H	H	H	H	H	H	H	H	H	H	H	H	L	L
Resistant to contaminants	H	H	M	H	L	M	M	M	H	H	H	L	L	L
Works in rain, snow & ice	H	H	L	H	L	L	L	L	L	L	H	L	L	L
Works with scratches	L	L	M	H	H	H	H	H	M	H	H	L	L	L

- ❖ 13+ more “**Performance**” factors
- ❖ 13+ more “**Integration**” factors

③ There Is No Perfect Touch Technology...2

Selecting touch technology for a smartphone...

Characteristic	Analog Resistive	Projected Capacitive	APR	Waveguide Infrared	Traditional Infrared	Digital Resistive	LCD In-Cell
Stylus Independence	✓	🕷️	💰	✓	🕷️	✓	🕷️
Multi-Touch	🕷️	💰	🕷️	✓	✓	💰	💰
Durability	🕷️	💰	💰	💰	💰	🕷️	✓
Optical Performance	🕷️	✓	💰	💰	💰	🕷️	💰
Flush Surface	✓	💰	💰	✓	🕷️	✓	💰
Power Consumption	💰	✓	💰	✓	🕷️	💰	🕷️
Stable Calibration	🕷️	💰	💰	💰	💰	🕷️	💰
Narrow Borders	✓	✓	💰	✓	🕷️	✓	💰
Substrate Independence	✓	💰	✓	💰	💰	✓	💰
Cost	💰	🕷️	✓	✓	🕷️	✓	🕷️

💰	Best
✓	OK
🕷️	Worst

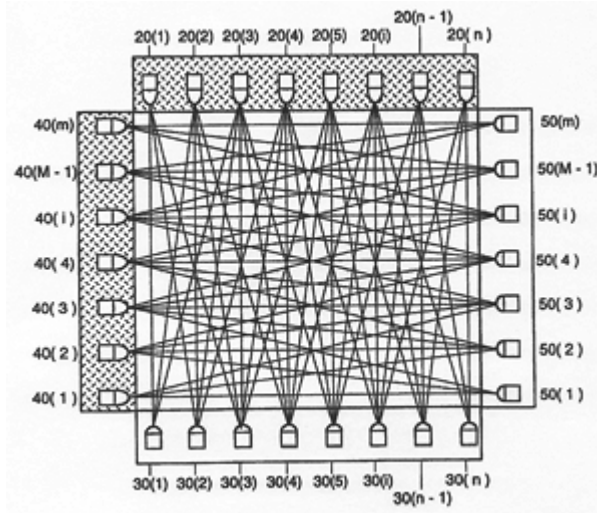
③ There Is No Perfect Touch Technology...3



Application	Example	Touch Technologies													
		Analog Resistive	Digital Resistive	Surface Capacitive	Projected Capacitive	SAW	Traditional IR	Waveguide Infrared	Camera-Based Optical	APR	DST	Force Sensing	LCD In-Cell (Optical)	LCD In-Cell (Capacitive)	LCD In-Cell (Resistive)
Amusement Gaming	Bar-top game	X	X	O	X	O	X	X	X	O	X	X	X	X	X
Appliance	Refrigerator door	O	X	X	X	X	X	X	X	O	X	X	X	X	X
Architectural	Elevator control panel	X	O	X	X	X	X	X	X	X	X	O	X	X	X
ATM Machine	ATM machine	X	X	X	O	O	O	X	X	X	X	X	X	X	X
Consumer AiO & Monitor	HP TouchSmart	O	X	X	O	X	X	X	O	X	X	X	X	X	X
Digital Signage	In-store product info	X	X	X	O	O	O	X	O	O	O	X	X	X	X
Healthcare	Patient info monitor	O	X	X	X	O	X	X	X	O	X	X	X	X	X
Industrial Control	Machine control	O	O	O	X	O	O	X	X	X	X	O	X	X	X
In-Vehicle	GPS navigation	O	X	X	O	X	X	O	X	X	X	X	X	X	X
Kiosk Commerce	Digital photo printing	O	X	X	O	O	X	X	X	O	O	X	X	X	X
Kiosk Point of Info (POI)	Museum information	O	X	O	X	O	O	X	O	O	O	X	X	X	X
Kiosk Ruggedized	Gas pump	X	X	O	O	O	O	X	X	X	X	O	X	X	X
Legal Gaming	Casino machine	X	X	O	X	X	X	X	X	X	X	X	X	X	X
Medical Equipment	Medical devices	O	X	X	O	O	X	X	X	O	X	X	X	X	X
Military Fixed & Mobile	Submarine console	O	X	O	X	X	O	X	X	X	X	X	X	X	X
Mobile Device	Smartphone	O	X	X	O	X	O	O	X	O	X	O	O	O	O
Music Controller	Jazz Mutant	O	O	X	O	X	X	X	X	X	X	X	X	X	X
Office Automation	Office monitor	O	X	O	X	O	X	X	X	X	X	X	X	X	X
Point of Sale (POS)	Restaurant; lottery	O	X	O	O	X	O	X	X	O	X	O	X	X	X
Training & Conference	Boardroom display	O	X	X	X	O	X	X	O	X	O	X	X	X	X

④ The Drive for Fundamental IP

- ❑ The fundamental intellectual property (IP) on all four of the traditional touch technologies has expired
 - ❖ New patents tend to be on enhancements



“Cross-beam” light paths increases resolution and fault-tolerance in infrared touchscreens (Elo)

- ❑ Companies trying to establish a sustainable competitive advantage in touch create new technologies

5 Vertical Integration

□ LCD in-cell touch

- ❖ When touch was insignificant, LCD manufacturers ignored it
- ❖ Now that it's becoming more significant (~\$3B in 2008¹), LCD manufacturers want to incorporate it into their products

□ Three types

- ❖ Optical – phototransistor in each pixel
 - ✗ Can't sense touch on a dark on-screen object in low light
- ❖ “Resistive” – contact-closure sensing in each pixel
 - ✗ User must touch the surface of the LCD (poor durability)
- ❖ Capacitive – laminated projected capacitive sensor (“on-cell”)
 - ✗ Standard shortcomings of projected capacitive (e.g., no stylus)

“There is no perfect touch technology”

(1) iSuppli *Touch Screen Special Report*, May 2008

What an OEM Should Do

- ❑ What should an OEM who wants to implement touch in a new product do when faced with so many technologies?
 - ① Understand the end-user's behavior & the application in depth
 - ② Understand the strengths & weaknesses of each technology
 - ✓ *Interactive Displays Conference*, April 21-23, San Jose ¹
 - ✓ *Touch & Emerging Technologies Conference*, September 3, San Jose ²
 - ✓ *Veritas et Visus Touch Panel* newsletter ²
 - ③ Work with a supplier who develops multiple technologies
 - ✗ Force-fit technology
 - ✗ Technology resellers
 - ✗ Biased website information
 - ✗ Herd behavior



- (1) www.int-displays.com
- (2) www.displaysearch.com
- (3) www.veritasetvisus.com

What's Coming

❑ The definition of touch

- ❖ Sensing the contact between a human (or a human holding an object) and a target

❑ The purpose of touch

- ❖ Simplify the interaction between humans and information and/or equipment

❑ How else can that interaction be simplified?

- ❖ Voice (mobile phones)

- ❖ Gestures (2D & 3D) ←

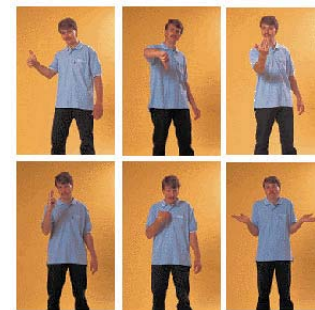
- ❖ Face-reading

- ❖ Eye-tracking

- ❖ Brain waves

- ❖ **And more...**

- *iPhone (2D)*
- *Cellphone 3D gestures*
- *Flexible displays*
- *TV remote at CES ¹*
- *Lexus heads-up display*



Thank You!

Elo TouchSystems
301 Constitution Drive
Menlo Park, CA 94025
1-800-ELO-TOUCH
eloinfo@elotouch.com

