

Projected Capacitive Touch Screens Now Mainstream in Mobile Devices

General Electric

Santa Clara, Calif., December 22, 2011—According to the December 2011 update of the NPD DisplaySearch [Touch Panel Market Analysis](#) [1], growing popularity of projected capacitive touch among mobile phone brands is propelling the technology into the mainstream. DisplaySearch estimates over 566 million projected capacitive touch screens will ship for mobile phone application in 2011.

An emerging configuration for projected capacitive touch screens is sensor-on-cover, also referred to as “one glass solution” or “touch on lens,” which requires the capability for on-cover lens finishing, as well as a new ITO patterning processes. “Sensor-on-cover touch devices are now being shipped by firms including Wintek and Cando,” said [Jennifer Colegrove](#) [2], PhD, Vice President of Emerging Display Technologies for NPD DisplaySearch. “With the benefit of thinner structure and lighter weight, DisplaySearch expects this approach to grow rapidly in 2012.”

Touch adoption in PCs—such as tablets, notebooks, and all-in-ones—could get a boost in 2012 by the release of Windows 8, which will be optimized for touch support. For example, a new feature called Metro will utilize live tiles to present information and control function of applications. The tiles are designed to be larger and less complicated than traditional user interface elements such as icons and menu, making them more suitable for touch input.

Other Key Findings from the *Touch Panel Market Analysis December 2011 Update*

- Education and training are opportunities for touch technology, with great potential for optical imaging and infrared touch on screen sizes greater than 30”. Currently, Turkey and China are plan to build multi-media teaching systems using touch technology, which will enable teachers and students in different schools to share the same education resources instantly and conveniently.
- Although resistive touch has lost share to capacitive, it has found a new commercial application in automotive monitors. However, automotive design cycles are long, limiting the near-term impact.
- Some film-based touch module makers are utilizing low-temperature (~140°C) photolithography processes as well as DITO (double layer ITO) film to save material cost. Most are still focusing on mobile phone applications.
- In-cell and on-cell touch from display panel makers will challenge sensor on cover from touch module makers starting in 2012, so touch makers have to quickly improve their yield rates.

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The December 2011 update serves as a supplement to the NPD DisplaySearch 2011 [Touch Panel Market Analysis](#) [1]. This report covers the progress of the fast-growing touch industry, including touch suppliers, newly-launched touch products, trends, trade show/conference reviews, price trends, and revised forecasts for rapidly changing categories.

For more information on this report, please contact Charles Camaroto at 1.888.436.7673 or 1.516.625.2452, or contact@displaysearch.com [3] or contact your [regional NPD DisplaySearch office](#) [4] in China, Japan, Korea or Taiwan.

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