

Emerging Display Technologies

Touch Screen Interfaces Driving Growth in Signage & Professional Markets

By Sanju Khatri, Principal Analyst

Forecast

Frequency

- 7-year annual

Measures

- Units
- Market Value
- ASPs

Regions Covered

- Worldwide

Touch Screen Technologies

- Optical Imaging
- Resistive
- IR
- Bending Wave
- Projected Capacitive
- SAW
- Surface Capacitive
- Other technologies

Screen Sizes

- 31.x-34.x-inch
- 35.x-39.x-inch
- 40.x-44.x-inch
- 45.x-49.x-inch
- 50.x-59.x-inch
- >=60.x-inch

Applications/Products Covered

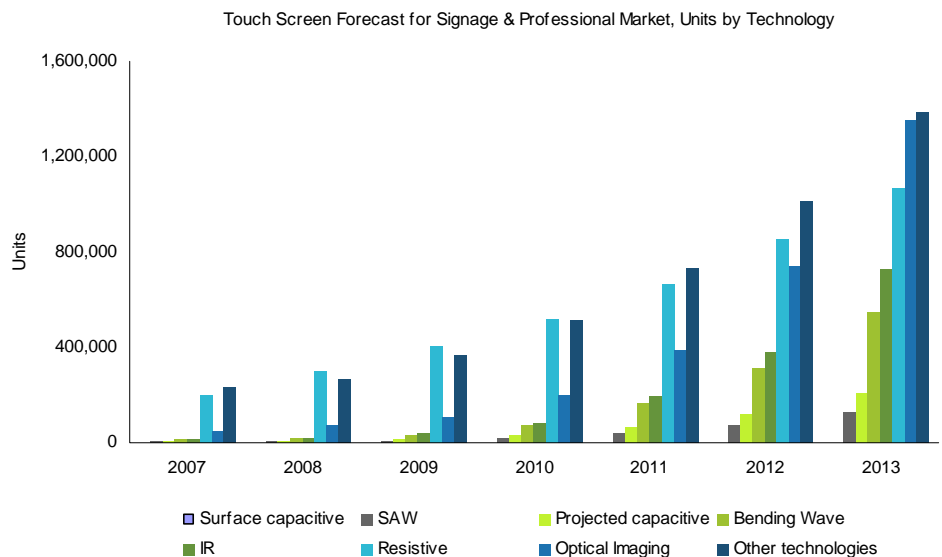
- Indoor Venues
- Retail Signage
- Conference Rooms
- Education
- Transportation
- Financial Institutions
- Control Room/Simulation
- Rental/Staging

Touch screens are rapidly becoming a pervasive technology. Even in the world of large, public information displays, touch interfaces are showing up everywhere. If your company cares about this market, you may be interested in a unique, new market study from iSuppli.

In researching this report, we interviewed dozens of touch screen leaders: display designers; touch technologists; software developers; semiconductor suppliers; system integrators; and end-users. We applied what they said to our own projections for signage and professional displays to determine exactly how the market will evolve.

The report, written by principal analyst Sanju Khatri, evaluates all major technologies and applications, from classrooms to boardrooms; trading floors to shopping malls. The database includes detailed forecasts by units, ASPs, market values, and screen sizes, so you can precisely target the segments in which you need to compete.

By 2013, the demand for touch modules in public displays will reach 5.4 million units and \$2.9 billion. Market intelligence from iSuppli can help your company capitalize on this exceptional opportunity for growth.



Key Issues Addressed:

- What is the growth potential for touch screen displays in signage and professional applications?
- What are the requirements of each of the major vertical markets?
- What are the differences in key commercial touch screen technologies?
- How is the value chain of the touch screen industry structured?

Applicable To:

- Brand manufacturers, OEMs, ODMs, system integrators, software developers, semiconductor suppliers
 - Market strategy
 - Product planning
 - Product marketing
 - Business development
 - Sales
- Financial Investors
 - Equities
 - Venture capital
 - M&A

Lead Analyst**Sanju Khatri, Principal Analyst**

Since joining iSuppli in 2001, Sanju Khatri has become one of the industry's leading authorities on signage, professional, and projection displays. Her research coverage spans a diverse range of application markets, including hotel TV, retail signage/billboard, conference room, education, transportation, control room/simulation, financial exchange, rental/staging, and outdoor events.

Sanju's work is concentrated in the areas of demand forecasting, competitive analysis, pricing, and technology adoption. She recently expanded her coverage to include detailed tracking of the distribution channels for digital signage. Sanju also leads iSuppli's research into projection displays, including pico projectors.

Sanju has undertaken a number of large-scale research projects on behalf of clients in the Americas, Europe, and Asia. These have included investor due diligence, market sizing and strategy development, distribution channel analysis and end-user perception studies.

Previous to iSuppli, Sanju was a senior sales analyst for Sega of America, and a market analyst for Frost & Sullivan. She is a member of the Society for Information Display, and she holds an MBA in marketing from the Institute of Marketing and Management in New Delhi, India.

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- Bending Wave
- Infrared (IR)
- Other Technologies
- Technology Comparison
- Related Issues

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- Education
- Conference Rooms
- Indoor Venues
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Worldwide Signage and Professional Touch Screen Market, ASP by Technology, 2007-2013

Resistive Touch Screen Technology

Optical Imaging Touch Screen Technology

Smart's Camera-based DVIT Technology

Surface Capacitive Touch Screen Technology

Projective Capacitive Touch Screen Technology

Surface Acoustic Wave (SAW) Touch Screen Technology

Bending Wave Touch Screen Technology

Infrared (IR) Touch Screen Technology

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