

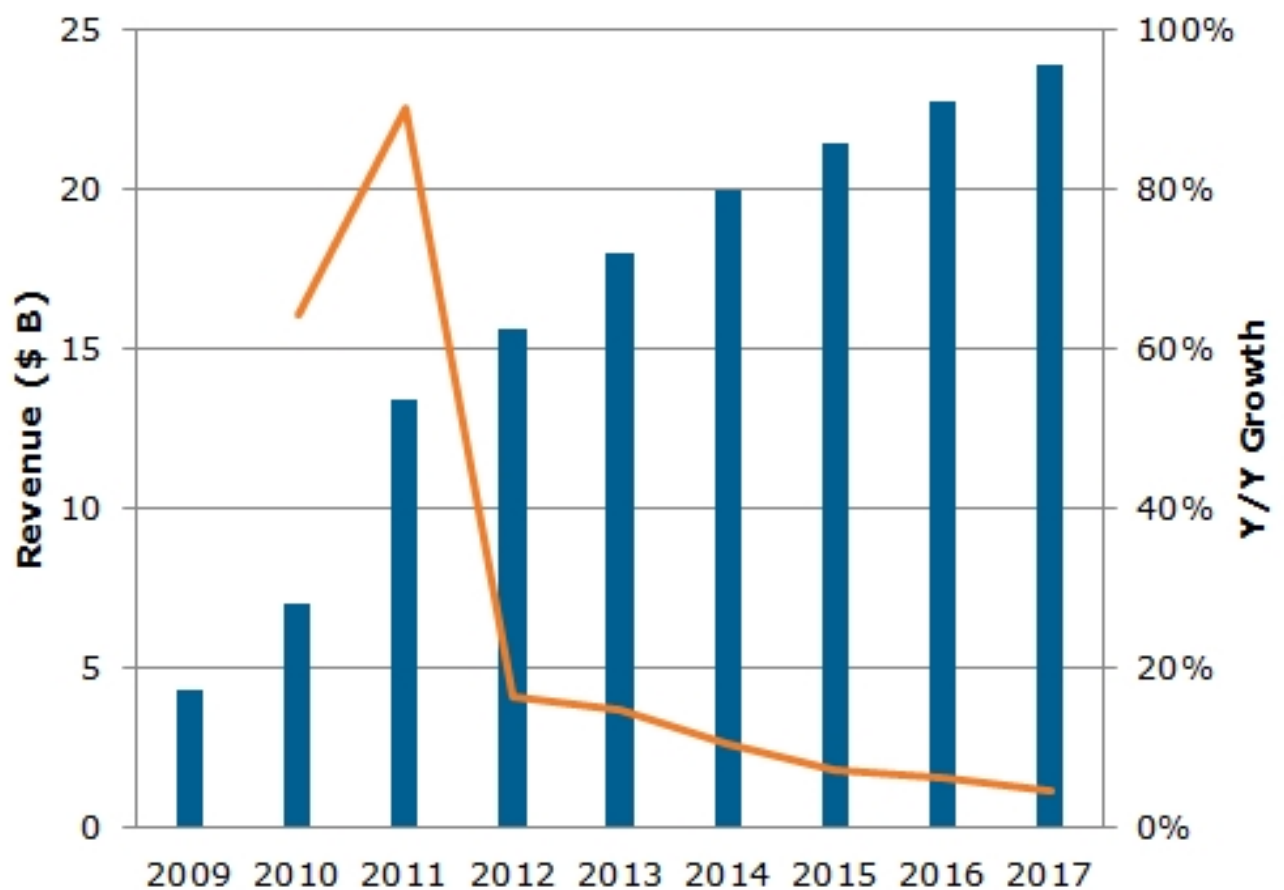
Increasing Demand for Touchscreens

Written by Marco Attard
13 July 2011

Touchscreen demand is on the rise, according to DisplaySearch-- with WW touch panel module revenues forecast to reach \$13.4Bn by 2011's end, before reaching totals of \$23.6Bn in 2017.

Fuelling such growth is the rapid growth in mobile phone, handheld games console and tablet screens accounting for more than \$10.5Bn in revenue this year.

Figure 1: Touch Screen Module Revenue Forecast



Source: DisplaySearch 2011 *Touch Panel Market Analysis*

Demand is also growing in devices requiring larger touch-based displays, such as all-in-one PCs, notebooks and gaming machines.

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Capacitive displays are the current touchscreen leader-- with DisplaySearch estimating WW growth of over 100% Y-o-Y for 2011 and revenues accounting for 70% of all touchscreen revenues.

More companies are moving towards producing projected capacitive displays-- including several colour filter suppliers and LCD manufacturers. Currently over 60 companies supply capacitive displays.

DisplaySearch also expects in-cell touch displays to take off next year, once yield rates improve, together with other technologies such as combination-type panels.

Mobile phone remain the major application for touchscreens accounting for over 66% of unit shipments-- with DisplaySearch forecasts reaching 868m units and 68% Y-o-Y growth for 2011.

Tablet screens are also to show strong growth, with shipments forecast to reach 72m units in 2011-- up from 2010's 26m-- and revenues to reach over \$1Bn.

The most successful touch-based technologies have a number of common factors-- high transmittance, low power consumption and multi-touch (if not gesture) recognition.

Go [Displaysearch 2011 Touch Panel Market Analysis](#)