

# Panel #1: The Future of Touch Applications

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A decorative graphic featuring two hands, one on the left and one on the right, reaching towards the center. The hands are positioned as if interacting with a screen. Surrounding the hands are various abstract shapes in shades of blue, purple, and pink, some overlapping each other. The background is a light, neutral color.

# Status of Windows 7 and Touch

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May 27, 2010

# Windows 7

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## □ Windows 7 is the primary enabler for PC touch

- ◆ Launched 10/22/09 (7 months ago)
- ◆ Supports multi-touch throughout the OS (~100 touch points)
- ◆ Touch API is easy for ISVs to use in touch-enabling apps
- ◆ Most PC OEMs are “testing the waters” with multiple products
  - ~80% all-in-one computers, ~10% monitors, ~10% notebooks
  - None of the OEMs has a clear vision of what will drive touch
- ◆ Win-7 (and most standard apps) are poorly optimized for touch, which communicates a negative message to ISVs
- ◆ Many ISVs need education on touch
  - Coding directly to the hardware may be required for high performance
- ◆ Many ISVs are conservative
  - “We’re waiting to see if there really is going to be demand for touch”



# Desktop Hardware & Applications

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## ❑ Desktop AiOs & monitors with Win-7 touch

- ◆ 27 products from 13 OEMs
  - Acer, Asus, Dell, Fujitsu, Gateway, HP, Iiyama, Lenovo, Medion, MSI, NEC, Samsung, Sony
- ◆ Rate of new product announcements with Win-7 touch has slowed in last 3 months

## ❑ Consumer software applications enhanced to take advantage of Win-7 touch

- ◆ Estimated at 50
  - It will probably take until mid-2011 for a “substantial” number of apps to become available
- ◆ Current categories: Art & creativity, media management, reading, games, educational... mostly consumption-oriented

# Desktop Hardware Examples

HP



Medion



NEC



Sony



Dell



Lenovo



# Market Growth Factors

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- ❑ **Consumers won't buy touch-enabled hardware without seeing compelling touch applications**
  - ◆ Touch-enabled applications are slow to market
  - ◆ More app-creation tools are needed (SDKs, middleware, etc.)
- ❑ **Microsoft's support for multi-touch is key**
  - ◆ Enhancements such as “No touch left behind” (in the latest Windows-7 SDK) may make a BIG difference for ISVs
- ❑ **Incremental BOM cost for touch**
  - ◆ Touch as a % of BOM cost is lowest for all-in-ones
- ❑ **Ergonomic issues may be significant on the desktop**
  - ◆ So-called “gorilla arm” (but what about painters?)
  - ◆ Reclining monitors? (palm rejection & viewing angle)



# Thank You!



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