<table>
<thead>
<tr>
<th>Company</th>
<th>Name</th>
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</thead>
<tbody>
<tr>
<td>nextwindow</td>
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<td>Cypress</td>
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<tr>
<td>HP</td>
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<td>Plastic Logic</td>
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<td>N-trig®</td>
<td>Rick Seger, President of N-trig USA</td>
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Status of Windows 7 and Touch

Geoff Walker
NextWindow
May 27, 2010
Windows 7

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

- Desktop AiOs & monitors with Win-7 touch
  - 27 products from 13 OEMs
    - Acer, Asus, Dell, Fujitsu, Gateway, HP, Ilyama, 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

- 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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