

Fall 2010

THE LARGE FORMAT BUBBLE

# TOUCH

## OPTICAL TOUCH

Is it right for your application?  
Bubble gum makes system inoperable

Volume 12 Issue 96



Optical Touch Systems can be rendered inoperable by one single piece of chewing gum.



Optical touch technology relies on a clear visual pathway over the touch surface. Impeding that pathway with contaminants, including a simple piece of bubble gum, can render the touch system inoperable.

# Optical Touch Requires Mechanical Frame

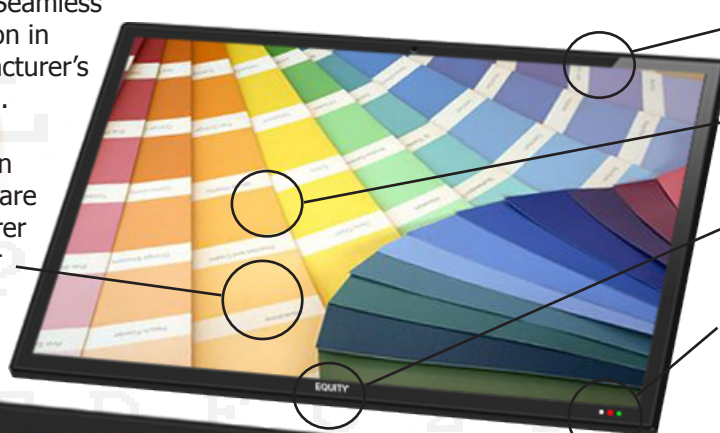
Unlike Optical, **On-Glass**, seamless touch integration allows the touch system to be installed in the original display manufacturer's bezel.

Optical touch integration is **Frame-Based**, requiring the addition of a 3rd party mechanical frame to hold the touch system.

**ON GLASS** Seamless touch integration in original manufacturer's display housing.

On Glass seamless integration uses touch substrates which are the touch sensor, manufacturer with strengthening and other ratings including UL®.

**OPTICAL FRAME BASED** Touch integration in 3rd party mechanical frame.

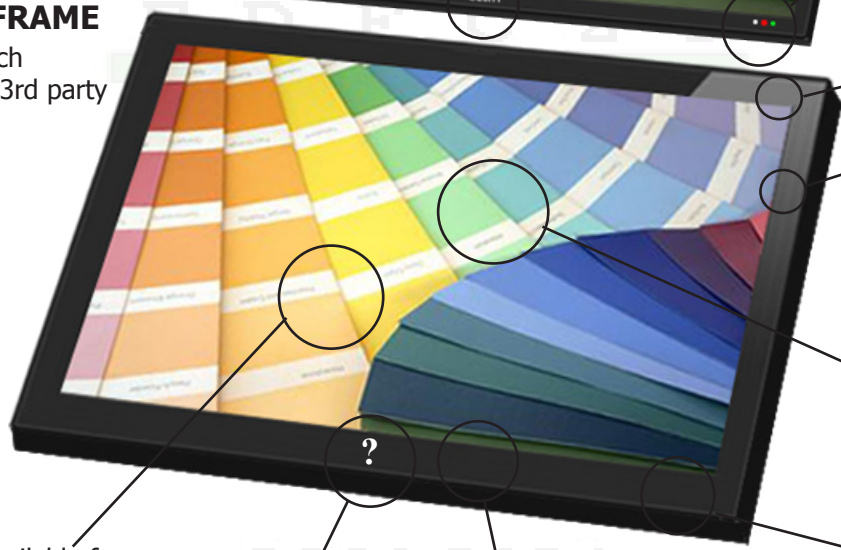


original factory bezel

full viewing area available for touch operation

brand equity of original manufacturer preserved

external controls, LED's, inputs and outputs all available



3rd Party Mechanical Frame

New larger and deeper 3rd Party frame added to hold optical touch system secures touch substrate above actual LCD; creates space for contaminants to collect.

The touch surface is not the touch system sensor, so a variety of surfaces can be used which may or may not carry UL® or other use or breakage ratings.

Frame may block or impede external controls, LED's, inputs and outputs

Viewing area available for touch area often reduced

Optical mechanical frame eliminates brand recognition and brand equity or value.

The addition of a mechanical frame may compromise or eliminate original display manufacturer's warranty

# Optical Touch

*is it the correct prescription?*

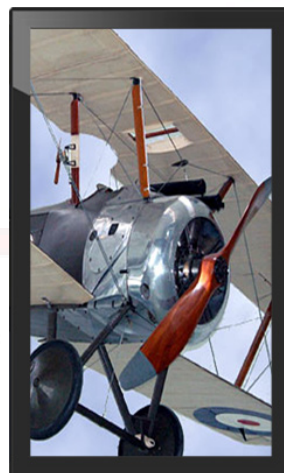


Optical touch systems require a touch surface installed and spaced above the LCD surface, which can result in image distortion and parallax (double image at angle views).

Optical touch systems are more prone to "false" touches than those using On Glass seamless integration.



On Glass seamless touch integration yields one display which can be used in both portrait and landscape modes.



Optical touch displays are manufactured and ordered for function in either landscape or portrait mode.

