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Ocular's Crystal Touch projected capacitive touch screen combines image clarity with durability

Next-generation touch screen technology meets the requirements of demanding applications

Dallas, TX (October 14, 2008, ISA Booth No. 1953) – With the new Crystal Touch from Ocular, (www.ocularlcd.com), a leader in advanced display centric solutions for LCD, touch screen, embedded computing and communications marketplaces, system designers are able to combine the vibrant optical quality of a TFT or monochrome display, the convenience of an easy-to-use capacitive touch screen and the extreme durability required by demanding embedded applications.

Over the last several years, the most popular type of touch screen technology has been resistive touch, which consists of a layer of resistive polymer film that deform to the touch. This technology often suffers from durability issues in applications because the film is susceptible to marring and scratching. In contrast, Ocular's Crystal Touch is made of capacitive glass, resulting in a very durable touch screen because it is less susceptible to scratching and to chemicals and other contaminants in the environment. Moreover, light is reflected internally in resistive touch screens due to air gaps in its construction diminishing screen brightness and increasing glare. The all-glass, no air gap, construction of Crystal Touch ensures a crystal clear image.

“Before Crystal Touch, designers of demanding embedded applications too often had to sacrifice image quality for the ease-of-use of a touch screen,” said Ben Kwong, CEO of Ocular. “Because of our experience with the intricacies of LCD and touch screen manufacturing, we are able to incorporate a glass construction that uses electrical capacitance. And, of course, glass is much

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tougher than film; so, the Crystal Touch delivers everything the embedded designer needs, including optical quality, ease-of-use and durability.”

Crystal Touch performs more reliably for a longer period of time than the typical resistive touch screen, which depends upon the flexibility of the film screen to register a user selection.

Unfortunately, the pressure applied with each touch to a resistive touch screen can gradually erode the structural integrity of the film and reduce the reliability of the screen. And, over time, these same touches can also degrade the optical clarity of the film, distorting the image on the underlying screen. Additionally, resistive accuracy drifts over time due to environmental elements and oxidation of the conductive layer. A capacitive glass screen like Ocular’s Crystal Touch registers the user selection from the capacitive effects produced when a finger or stylus touches the glass screen, not the deformation of the screen itself. As a result, Crystal Touch screens have a longer useful operating life and deliver superior optical performance over their entire lives.

Pricing and Availability

Crystal Touch is available in several standard TFT sizes, including 3.5-in., 4.3-in., 5.7-in., 7-in. and customized sizes to meet application requirements. Pricing begins at \$22. Volume pricing is available in OEM quantities. Integrated solutions combining both a TFT display and Crystal Touch are also available. In addition, complete turnkey display solutions combining Crystal Touch with a TFT display as well as a Serial Peripheral Bus (SPI Bus) or a Universal Serial Bus (USB) controller can also be provided.

About Ocular

With its headquarters and design center in Richardson, Texas, and four company-owned manufacturing facilities in China, Ocular has been developing, designing, and manufacturing

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advanced LCD technology , touch screens and display system solutions for more than two decades. Ocular's new line of HMI platforms combines its core competencies of advanced LCD and touch screen technologies with robust embedded computing platforms to deliver highly cost-effective and user-configurable HMI solutions for a wide variety of applications.

For more information about Ocular and its products and services, visit the company's web site at www.ocularlcd.com, call (214) 635-2688 or fax (972) 437-2562.

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