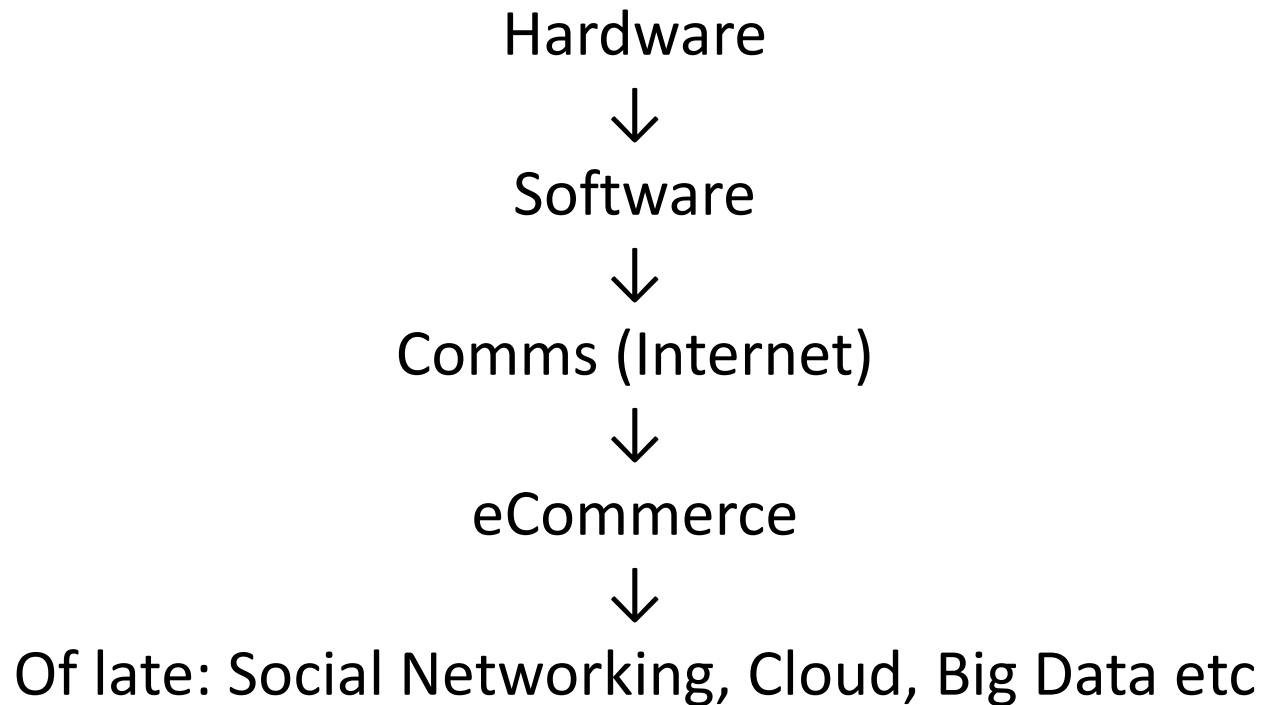




# **From Keyboard to Surface: Touch Technology**

Presented by  
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- 35 Years perspective of the IT industry Era:



## Companies associated during era of

- Hardware: IBM, HP, Univac, ICL, Digital etc
- Software :Microsoft, Oracle, CA etc
- Comms (Internet) – Cisco, Nothern Telecom, Ericson etc
- eCommerce: Amazon, eBay etc
- Of late: Facebook (IPO for >USD 100Billion), Whatsapp (acquired at USD20Billion)

What is the next emerging winner?

Difficult to guess

IT Industry is not about technology.

It is about **lifestyle**

- Business or enterprise usage of IT is more or less mature
- Consumer market is growing demand for IT

- The consumer demand is for Touch technology
- Today, very young people from 2-year old to very senior consumer easily use touch screen interface to use IT

- No need to go through regimented training process when using touch screen in IT

Example: ATM Machine – when 1<sup>st</sup> introduced, usage rate was low because young and old were afraid of pressing buttons

- Touch screen is not a new technology. It has been around 25 years ago, introduced by HP
- But, it did not take-off
- Steve Job and Apple made it popular
- And now, lifestyle has changed with young or senior can use IT through touch technology



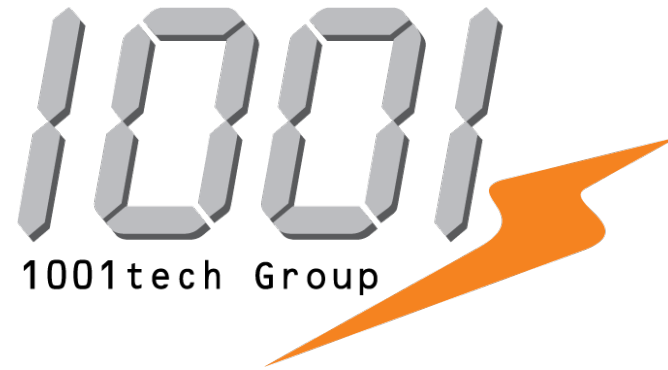
- Adoption of Touch Technology was very widespread
- Example: Information Kiosk, Point of Sales System etc
- Mobile phone manufacturers hardly produce anymore keyboard type of product.
- Notebooks and laptops are undergoing big changes, primarily to incorporate touch technology

- Eventually, home electronics such as TVs will be Touch Screens
- When the Touch screen converges with the TV, it will become a computer
- Being a computer, it can be used to control lighting, air-conditioning, security etc, enabling digital home

- In the near future, keyboard and mouse will be obsolete
- Touch technology user interface will replace keyboard and mouse

- Beyond that, maybe “Iron-man 3” producer could be right:

Gesture, Voice Recognition, Beaming Technology will replace physical touch technology



Thank you