

Laptop touch screen grows slowly

According to NPD DisplaySearch, the output of touch screen laptops sold in 2013 will reach about 20 million units.

According to NPD DisplaySearch, the output of touch screen laptops sold in 2013 will reach about 20 million units.

In the first half of 2013, the number of touch screen laptops sold worldwide reached 6.2 million. In particular, the amount of ultra-thin computers equipped with touch screens reached 1.7 million units, the rest were 4.5 million ordinary products.

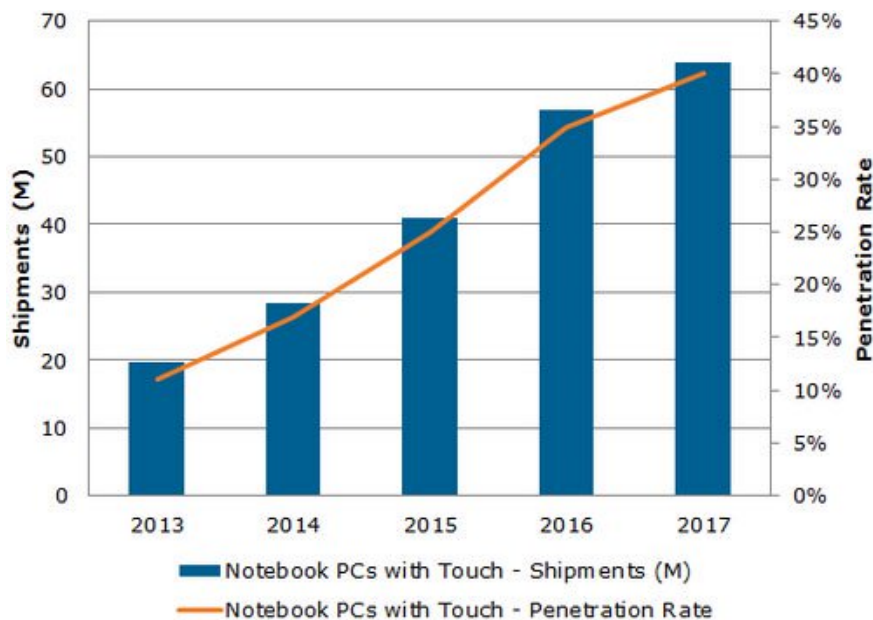


Chart of touch screen notebook output (*green part*) of NPD DisplaySearch.

According to analyst *Richard Shim* at *NPD DisplaySearch* , the growth of touch screen laptops in the first half of 2013 is quite faint because the price of equipment is still high and the touch interface is less attractive to users. Earlier this year, IDC had forecast the amount of touchscreen laptops that accounted for only 10% to 15% of the total number of laptops sold in the year. IDC analyst *Bob O'Donnell* said at the time that ' *touch control is unattractive to most computer users* ' because ' *there are not many applications that require touch controls that users feel found necessary* '.

According to an analysis of *NPD DisplaySearch* , computers equipped with touch screens can still attract users, if customers plan to buy them in the next few years, start buying these products now to take advantage of the

benefits. So from the Windows touch console.

Among manufacturers, Asus is the brand with the highest output of touch screen laptops today, accounting for 26.3% of the worldwide laptop market share. Next to Asus are other familiar brands like Lenovo, Acer Group, HP and Sony.

You finished reading the article "**Laptop touch screen grows slowly**" edited by the [TipsMake](#) team. We hope this article has provided you with many useful tech tips and tricks. You can search for similar articles on tips and guides. Thank you for reading and for following us regularly.