

# **Global Haptic Touchscreen Market (2013 – 2018) By Components (Kinesthetic & Tactile Sensing, Actuators), Touch Technology (Resistive, Capacitive), Devices (Touchscreens, Input Devices), and Applications (Consumer Electronics, Automotive, Medical)**

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## **Abstracts**

The haptic technology has been explored for human computer interaction since long. It became popular and well known in the form of vibrating alarms in cell phones. Haptic sensing is considered to be more direct as compared to the other senses used in human computer interaction like audition and vision. The touch sensations are created by a haptic actuator embedded in the device.

Some of the major companies dominating the haptic touchscreen industry are Immersion (U.S.), Senseg (Finland), SMK Electronics (U.S.), and others. Immersion (U.S.) is the major haptic solution provider in the industry and it is found that Immersion covers about 95% of the overall market share in the haptic technology solution market.

All the applications, touch technologies and their sub segments are discussed in the report. The overall Haptic Touchscreens market is expected to grow at a CAGR of 41% from 2013 to 2018. Need for product differentiation and increasing growth of the haptic touchscreens in the consumer electronics sectors are the major driving factors for the haptic touchscreens market. Adding haptic and sound feedback to touchscreens using different types of actuators is one of the emerging technologies in the field of the touchscreens. The haptic driver provides a touch sensation when a user interacts with a touchscreen. Handset design challenges and the high power consumption are the major barriers in the growth of haptic touchscreens market.

In-depth competitive landscape for each player and market share has been given in the report along with geographic analysis for haptic touchscreens market, covering the major regional markets, viz. North America, Europe, Asia-Pacific, and Rest of the World (ROW). Some of the major agreements like the agreement between Immersion Corporation (U.S.) and Motorola Inc. (U.S.) other the major acquisitions, collaborations, and partnerships that boost the sales of haptic touchscreens are discussed in the report.

### **Scope of the report**

This research report categorizes the Global Haptic Touchscreens market based on various applications, devices, touch technologies market; it also covers the revenue foretold from 2013 to 2018 and future applications of Haptic Touchscreens. It describes the demand for Haptic Touchscreens in various regions. The report describes the applications mapping in the Haptic Touchscreens market with respect to the growth potential and adoption by the various companies.

### **On the basis of the applications**

Haptic Touchscreens are used for various applications like consumer electronics, industrial, automotive, medical, point of sales and kiosks. Consumer Electronics is the major application of the Haptic Touchscreens. Defense applications and Home Appliances are expected to adopt the haptic touchscreens by 2014 because of the continuous technological advancement in the displays for these applications. Due to the increasing safety and security aspects, the haptic touchscreens are increasingly adopted for the automotive segment.

### **On the basis of the Touch Technologies**

All the touchscreens are based on different touch sensing technologies. Some of the major touch sensing technologies are Capacitive, Resistive, Surface Acoustic Wave (SAW), Optical Imaging and others. Capacitive and Resistive touch sensing technologies are mostly used in the haptic touchscreens. Capacitive touch sensors hold 70% of the market that is in most of the applications capacitive touch sensing technology is used. In multi touch screens, capacitive touch sensing is mostly preferred for the multi touch screens whereas, resistive touch sensing is mostly preferred for the single touch screens.

## **On the basis of the geographical regions**

Geographical analysis covers North America, Europe, Asia-Pacific, and ROW. In this report, APAC is leading the Haptic Touchscreens market because of the huge potential market for the Haptic Touchscreens in the consumer electronics sector. APAC is followed by North America and Europe. In the automotive, medical and defense sector, North America and Europe contributes the maximum share.

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