

# Touch Panel OCA/OCR Technology and Market Report - 2017

Calvin Hsieh, Director

## ACTUALS AND FORECAST

### Frequency, Time Period

Annual update

### Measures

Area and revenue by:

- Application
- Touch module size
- Touch technology
- Touch sensor structure
- Force sensing
- Cosmetic design
- Adhesive type (OCA, OCR, PSA)
- Adhesive function (decoration film bonding, cover lens bonding, sensor bonding, optical bonding)

OCR Weight by:

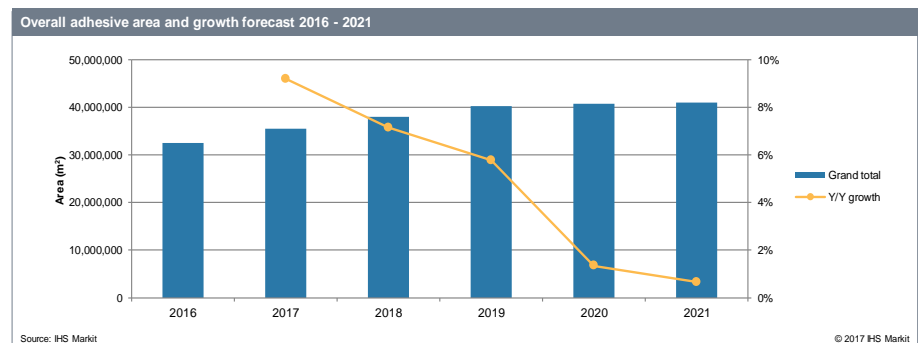
- Application
- Touch module size
- Touch technology
- Touch sensor structure
- Cosmetic design
- Adhesive function (decoration film bonding, cover lens bonding, sensor bonding, direct bonding)

### PRODUCTS COVERED

- Mobile phone
- Automotive monitor
- Tablet PC
- Notebook PC
- All-in-one PC
- Smart watch
- Other consumer applications
- Commercial applications

The annual Touch Panel OCA/OCR Technology and Market Report provides a comprehensive analysis of adhesive market for touch panel applications, force touch and cosmetic design. The report adopts pivot formats applied to the database, and many critical parameters are available for cross reference such as application, adhesive type (OCA, OCR, PSA), adhesive function, technology (touch, force sensing, cosmetic design) and touch sensor structure.

The report provides historical results and long-term forecasts as well as describes the market in area, revenue, and weight (OCR only). Besides examining the overall adhesive market, respective adhesive type markets are also available for checking based on useful pivot parameters and break-down.



### Key Issues Addressed

- Adhesive market results and forecast for touch panel application in area, revenue and OCR weight
- Comprehensive pivot parameters for data break-down and handy use
- Detailed functional uses for adhesive materials and market trends
- Latest adhesive technology, specifications, trends and applications
- New touch evolution (flexible display and force sensing) and impact to adhesive market

### Applicable To

- Adhesive material makers
- Bonding equipment makers
- Touch module makers
- Panel makers
- Product marketing/strategic planning managers
- Marketing intelligence managers
- Brand manufacturers, OEMs, ODMs
- Product marketing managers
- Procurement managers
- The investment community

## Lead analyst

### Calvin Hsieh - Director

Calvin Hsieh is a research director at IHS. He has more than a decade of experience crafting strategies and managing product lines at leading display organizations across the globe. Prior to joining DisplaySearch, Calvin was the product marketing director at Proview Electronics, one of the world's largest LCD monitor and TV manufacturers. His past experiences also include imaging software development, e-commerce and display-related industry.

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For more information [technology.ihs.com](http://technology.ihs.com)

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