

## Touch Panel Technologies at the Forefront

# DMC Shores up Touch Panel Business for Industrial Equipment

*BANKING ON THE ABILITY TO HANDLE HIGH-MIX, LOW-VOLUME PRODUCTION, DMC EXPANDS ITS OFFERINGS OF TOUCH PANELS AND SOLUTIONS IN PARTNERSHIP WITH GROUP COMPANIES.*



**Tatsuya Sada, President,  
DMC Co., Ltd.**



**Kazuhiro Yoshida, General  
Manager, Overseas Sales,  
DMC Co., Ltd.**

**D**MC Co., Ltd. is a touch panel manufacturer, whose mainstay products are touch panels for industrial equipment. DMC has been expanding its business drawing on its strengths, including the accommodation to high-mix, low-volume production and customization, proposals of products that incorporate the company's original technologies, and solutions, including controllers and device drivers.

Explaining characteristics of the company's touch panel business, Tatsuya Sada, President of DMC, says, "The concept

of our business is the accommodation to high-mix, low-volume production, centering on products for industrial equipment. We will stick to this stance to deploy business focusing on the industrial equipment market, which is a niche market, in the future. Previously, we were producing mainly resistive touch panels. However, several years ago, we also introduced projected capacitive touch panels, and since have been deploying business by producing both types of touch panels."

The mainstay product of the resistive touch panel system is the MTR Series resistive multi-touch type, which the company has developed meeting the needs for the merger of the analog system and matrix system. The MTR Series provides a multi-touch function as an additional feature, while maintaining features of the resistive single-touch system as they are. The MTR Series allows analog-like use using matrix in a continuous manner. DMC puts strength into the expansion of the sales of the MTR Series.

With the capacitive method, the projected capacitive touch panels business targeted at industrial equipment took off last year on a full scale, and the adoption of projected capacitive touch panels has been increasing. "The adoption has been increasing, in particular, in numerical control (NC) machines that incorporate high-performance central processing units (CPUs). Our company provides support until customers incorporate touch panels into end equipment. We will continue to actively promote the introduction of our company's touch panels into the industrial equipment market in the future," notes Sada.

Among the priority targets of capacitive touch panels are factory automation (FA) equipment, large semiconductor manufacturing equipment, NC machines, large digital signage of 32 inches and larger, and medical-related equipment.



**Capacitive Multi-touch type  
DUS/EXC Series**

### Steps up Global Deployment

DMC's touch panels have a track record of being adopted in a variety of equipment installed in Europe and the United States. Under its policy of dramatically expanding overseas sales in the future, DMC has been stepping up the deployment in overseas markets. The company intends to expand the ratio of overseas sales from 25 to 30 percent of the present up to 50 percent by 2016.

As part of the efforts, DMC established an office in Taipei, Taiwan in April this year. "We have deployed resistive touch panels by high-mix, low-volume production focusing on niche markets. However, capacitive touch panels have customers and applications different from those of resistive touch panels, and it is a challenge for us how to strengthen sales activities toward global deployment. In particular, the touch panel market in Taiwan is large. Therefore, we have established our company's office within the Taiwan office of UNITEC CO., LTD., a partnership venture, and stationed a Japanese staff on a full-time basis. This leads to strengthened support in Taiwan," notes Kazuhiro Yoshida, General Manager of Overseas Sales.

As part of efforts to strengthen the deployment in the Greater China Region, this year, DMC commenced commissioned production of resistive touch panels in China. "With this move, we aim to expand business in China. We hope to establish a base, which will function like an office, in China within this year," says Yoshida.

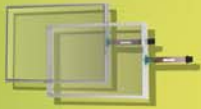
By transferring part of touch panel production at the Indonesian Plant, which is a main manufacturing base, to China, DMC will utilize the vacated space of the plant to increase production of capacitive touch panels. The company also plans to strengthen sales in Indonesia.

Aside from the above-mentioned moves, this year, DMC introduced manpower in Europe as well, bolstering its sales system in Europe.

DMC promotes business deployment by utilizing group power toward the expansion of business. Group companies include UNITEC, which handles controllers for resistive and capacitive touch panels, and Seedsware Corp., a touch panel display manufacturer. DMC will continue to propose solutions meeting customers' requirements on the basis of the consistent development system through cooperation with group companies. □

# Comprehensive Support for Touch Screen

DMC is a touch screen manufacturer who has been providing touch solutions to the world for over 20 years.



Touch Sensor



## DMC Supplies and Provides Support for



Touch Controller



We are internationally acclaimed for our hardware/software comprehensive support for touch screens, especially in the industrial market.

## Application Cases



Industrial



Medical



POS



Public Application



**DMC Co., Ltd.**  
Interface with Touch

[www.dmccoltd.com/english](http://www.dmccoltd.com/english)

### Head Office (Japan)

Takanawa Sengakuji Ekimae Building 11F, 2-18-10 Takanawa, Minato-ku, Tokyo 108-0074, Japan  
Phone: +81-3-6721-6736 / Fax: +81-3-6721-6732

### Taiwan Office

3F, No.7, Lane g15 Fuguo Rd., Shilin Dist., Taipei, 11158, Taiwan (R.O.C)  
Phone: +886-2-28319959 Fax: +886-2-28322610