

Topic: Do Laptops Need Touch? (not Tablet type)

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Controversy: Two camps on Laptops and Touchscreens

<http://www.theverge.com/2012/11/30/3710900/gorilla-arm-touchscreen-laptop-windows-8-apple>

How Windows 8 challenged the 'gorilla arm' — and won

by Sean Hollister November 30, 2012



With Windows 8, touchscreens are more relevant than ever before.

However, some pundits have long believed that a touchscreen simply doesn't belong on a laptop. Sometimes, they quote Steve Jobs. "Touch surfaces don't want to be vertical." [That's Jobs in 2010](#), telling the world why Apple notebooks wouldn't feature the technology.

But the more .. used Windows 8, despite its faults, the more I've become convinced that touchscreens are the future — even vertical ones.



When Steve Jobs decried touchscreen laptops in 2010, he was merely relaying the common wisdom of decades of user experience research [into "gorilla arm syndrome."](#) Simply put, it's the idea that if you hold out your arm in front of a touchscreen for an extended period of time, it's not going to be particularly comfortable.

Skip ahead to now (2015) and upcoming Win 10

http://www.forbes.com/sites/brookecrothers/2015/03/23/with-windows-10-do-laptops-need-touch-dell-has-some-thoughts/?utm_campaign=yahootix&partner=yahootix

2015 Dell XPS 13 at a Microsoft store in Los Angeles.

Lower-end models don't have touch -- which makes them a lot cheaper.

also Inputs from DELL Customers

a Dell executive who gets feedback from

a large pool of (DELL) Laptop Customers

“When windows 8 was launched it was VERY TOUCH Centric,
and there was a popular opinion throughout the industry
that Touch would be more popular than it actually ended up being.

It was a **novelty** to touch the screen and there was a lot of demand for it.
But you ended up paying a pretty significant **premium** to get a touch product.
And also some of that novelty wore off
but a portion of users decided that they didn't need it.”

Then he added:

“A pretty large portion of our customers choose the non-touch option.”

- entry-level SKUs don't have a touch screen because Dell doesn't believe it's necessary on every model.

-->> **COST**

Why a Windows 10 laptop might not need touch? **Your wallet.**

Dell's XPS 13 with a non-touch display starts at only \$799, while the touch version starts at \$1,299 (albeit with more RAM and storage).

- Apple; announced a very tablet-like MacBook (2 pounds, fanless) but saw no need to add touch

-->> **Weight**

Touch screens are typically Heavier.

That's one reason Hewlett-Packard opted for a non-touch display on its EliteBook Folio 1020 SE.

And in Dell's case, the cheaper XPS 13 version is lighter — which is unusual because stripping away weight (a very difficult proposition when you get under 3 pounds) usually jacks up the price considerably

No information on Battery Life

Windows 10 - has been designed to make the so-called "Modern" touch interface **less intrusive**

With Continuum, for example, once you connect a mouse and keyboard, or flip your 2-in-1 back to a laptop, Windows will go into **Desktop Mode**.

Apps become desktop windows that are easier to manipulate with a mouse.

(obviously) touch IS NECESSARY on products like Dell's Venue 11 Pro 7000 or Microsoft's Surface Pro.

All three generations of the Surface Pro use touch a lot. Because, well, that's a Tablet not a Laptop