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Backgrounder

Five Rules for a Happy Touch screen Experience

SANTA CLARA, Calif., Oct. 22, 2012 – Touch is an instinctive way for people to express themselves, learn and interact. It's no surprise that touch screen-enabled computing devices are gaining popularity. Some Ultrabook devices will feature the addition of touch- and voice-based capabilities in a traditional clamshell design (an electronics device where two or more sections fold via a hinge) and new convertible design. They combine the fun and entertainment experience of a tablet with the productivity benefits of a traditional PC. Over 40 touch-enabled Ultrabook™ devices, inspired by Intel, are coming to stores by the end of 2012. Now everyone can enjoy a full computing experience with the engagement of touch technology. Here are a few tips to help you get the most from the touch experience.

1. Pay respect to your touch-screen

Touch-screens have a tough existence. They're constantly being prodded and poked, can get scratched and spend much of their time covered in the intricate and oily residue we know as a fingerprint. Show your touch-screen the love it deserves, and keep it clean and protected:

- Invest in a case and screen protector.
- Close your Ultrabook when you're not using it (you never know when someone might catch it with the corner of a handbag).
- Use a microfiber cleaning cloth – like the one you get with glasses or a camera lens.
- Blow solid dirt off the screen, clean by rubbing round in small circles.
- Gently wet your cleaning clothing with distilled water or screen cleaner, leaving it to air dry.



2. Take care of your hands

You've finally got your hands on that dream device with its 'reach out and touch me' screen. So make sure those hands are up to the job and look good in the limelight. There are all sorts of products and opinions on how to look after your hands, so you need to find what works for you.



- Protect your hands if you're doing rough work. Going into the garden or building a new garden shed? Throw on some gloves.
- Sunny weather is lovely but can damage the skin on your hands. Remember to use sun cream.
- Out with the old and in with the new – exfoliation will help keep your skin fresh and healthy.
- Moisturize regularly to protect those paws from all the factors in daily life that dry them out and damage them.

3. Be adaptable

If variety is the spice of life, then touch-screens bring a hot new way to handle your device. Research conducted by Intel's User Experience Group¹ has shown that people find touch-based computing easier, more efficient and more fun, but it's not the only interface they want to use.

- Don't throw away your keyboard yet – people still like a keyboard for high volume typing.
- The variety introduced by using both a mouse and touch screen offers optimal flexibility.
- Touch itself will have different styles on different devices. For example, Ultrabook devices will use lots of side-of-screen contact, while tablets often draw your attention to the center of the screen.



4. Think Ergonomics

The ergonomics of computing is an important topic. With a bit of care, most users will be comfortable and enjoy using their device. To avoid longer-term repetitive stress, be on the safe side.

- Adopt a relaxed body position with arms to the side of the device, allowing a two-handed engagement with the screen.
- Be ambidextrous – use both hands to balance out the work evenly between your arms.
- Don't become a gorilla! 'Gorilla Arm' describes the fatigue that could occur if you hold your arms out in front of you for long periods of time.

¹ Research conducted by Intel User Experience Group in USA, China, Italy and Brazil. The testing saw 81 individuals use touch and non-touch Ultrabook™ devices, with qualitative observations made throughout the process. Over 4,000 varying device interactions were logged throughout the research.

5. Be Adventurous – Go Explore!

Advances in processing technology, exquisite graphical capabilities and the sheer enormity of content available on the Internet make having a connected device an exciting opportunity. Touch has made it easier and more appealing to explore what you can achieve:



- Creative users have found that highly visual tasks, such as 3D modelling and graphic design, can become more engaging with touch capabilities.
- Because of our instincts in using touch to understand the world, both older and younger users are finding a new love for computing thanks to touch-screen technology.

About Intel

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