Touch-Technology Expert Geoff Walker joins IMS Research

Contributed by Greenfields
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IMS Research announces today the addition of noted touch-technology expert Geoff Walker to its staff as a principal analyst.Â

Commenting on the addition, IMS Researchâ€™s President, Ian Weightman,said:
â€œTouch-Technology has become increasingly important in a number of the markets that IMS covers including Consumer Electronics, Displays, Industrial Control and Medical Electronics.Â We believe that Geoffâ€™s expertise in Touch-Technologies and his deep knowledge of the Touch Industry make him the perfect person to lead our new touch market research and consulting practice.â€•

Geoff, who has more than 20 years experience with Touch, was most recently the Marketing Evangelist and Touch Industry Guru at NextWindow, a supplier of optical Touch Screens.Â Prior to that, he was Global Director of Product Management and Business Development for Elo TouchSystems, a $400M manufacturer of Touch Screens, Touch Monitors and Touch Computers.

Previously Geoff operated his own consulting business for seven years (Walker Mobile, LLC, focusing on Touch Screens, displays and mobile computers), and has also worked for Handspring, Fujitsu Personal Systems, GRiD Systems and Hewlett-Packard. Â

A widely-published author with more than 50 articles on Touch, Geoff is a frequent speaker at Display and Touch industry conferences giving 10 talks in the last 18 months.Â He is speaking at two of the three IMS Market Focus Conferences being held during SIDâ€™s Display Week this month in Los Angeles (â€œeBook and Tablet Market Evolutionâ€• â 18th, and â€œThe Future of Touch and Interactivityâ€• â€“ May 19th).

Geoff holds BS-Electrical Engineering and BS-English degrees from the Polytechnic Institute of New York University and is an active member of the Society for Information Display (SID).Â He is located in Silicon Valley and can be contacted directly at geoff.walker@imsresearch.com.

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