

Making Life Better

Glass Tough Enough For A Touch Screen World

(NAPSA)—Increasingly, consumers want their portable computers to be thinner, sleeker and lighter weight. They also expect their computer to respond when they tap, swipe and touch its screen.

No longer a novelty, touch has rapidly become the primary way many consumers interact with their laptops, tablets and other mobile devices.

In the past, laptop computer screens used plastic as a cover material. Now, in order to support this touch-enabled world, notebooks are adopting sleek, glass covers that provide better touch capabilities, as they do for your smartphone.

Unfortunately, with touch comes the increased potential for the glass to scratch or break. Even careful interaction with these notebook devices can result in scratched cover glass and an unhappy user.

As many people know, replacing a screen can be expensive and sometimes cost as much as half of the full notebook price. Plus, the repair process can leave the user without a device for days, even weeks.

The good news is that a familiar name in the world of glass innovation—Corning—has addressed these issues by developing a glass solution specifically designed for touch screen notebooks. Called Corning® Gorilla® Glass NBT™, it's designed to be tough enough to handle the surface pressures intrinsic to these devices and thin enough to enable accurate touch responses by the device.

In fact, Gorilla Glass is already used by 33 major brands on over 1,000 product models and 1.5 billion devices worldwide. It is clear



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that device makers now take the properties of the glass into account when designing a device.

The glass is chemically strengthened through an ion exchange process that creates a deep compression layer on the surface of the glass substrate. This layer acts as “armor” to help reduce the introduction of flaws.

The result is the cost-effective, damage-resistant solution that consumers have come to expect from the leading maker of cover glass solutions for smartphones, tablets, notebooks and other devices.

While Gorilla Glass was designed with touch screens in mind, the glass has also been used in a number of large-format applications, such as digital signage and glass markerboards. It's believed that future applications are likely to include architecture, appliances, automotive and beyond.

To see the glass in action, visit <http://www.corninggorillaglass.com/NBT-In-Action>.

To learn more, visit <http://www.corninggorillaglass.com/NBT-Info>.