

Large Size LCD Market Tracker

Large LCD Market Slowdown Continues in 2009

By Sweta Dash, Director

Forecast**Frequency, Time Period**

- Quarterly update
- One year quarterly historical
- 8 quarters + 3-year forecast

Measures

- Units, value, average selling panel price, area (square meters)
- Screen size, technology, pixel format, aspect ratio (16:9, 4:3...)
- LCDI Supplier's shipment shares by application and by panel size

Regions, Markets

- Worldwide
- Americas
- EMEA
- Japan
- Asia-Pacific

Details

- Expanded forecast by size and pixel format for portable computers, desktop monitors, LCD TVs, digital signage, industrial/financial/medical and other markets

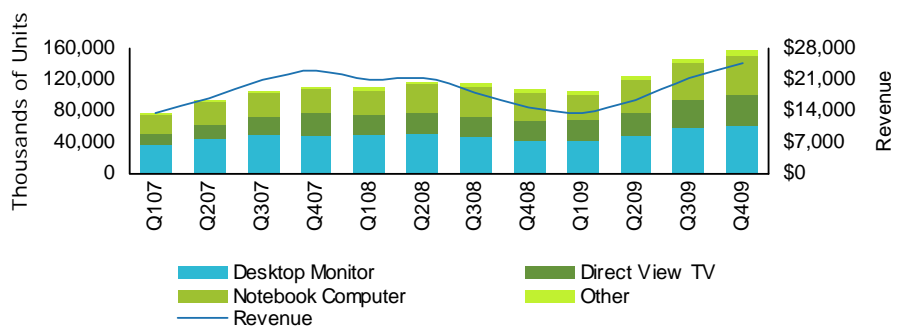
Applications/Products Covered

- Desktop Monitors
- LCD TVs
- Portable Computers (notebooks, netbooks,...)
- Industrial/Financial (industrial automation, POS)
- Medical
- Electronic Signage
- Other (including other emerging applications such as transportation, conference room and retail signage)

Technologies Covered

- Active matrix (TFT-LCD)
 - Amorphous Silicon and Poly

Keeping pace with today's volatile LCD market requires access to frequent forecast updates. This quarterly report provides in-depth analysis and forecasts on the market for large (>=10-inch) TFT-LCD panels by application, by screen size, aspect ratio, and by pixel format in units, value, and average selling price for all world regions. With unsurpassed analysis of market and technology trends this report provides early indications about future market shifts that are expected to impact each application (notebooks/netbooks, monitors, TVs, signage, and financial/industrial/specialty) segment and it can be used as an essential tool for strategic planning. Its extensive database includes units, value, and average selling price for all world regions including forecast by area (in square meters) for each application segment. A detailed database of market shares of LCD suppliers' unit shipments is given by applications and by panel size. The LCD market tracker service includes online access to a database containing 8-quarter and 3-year forecasts (units, value, average selling panel price) for the top large size LCD applications.

Worldwide Large TFT-LCD Panel Shipments and Revenue by Application**Critical Questions Answered**

- What are the actual panel shipments and expected demands for large size TFT-LCD applications such as LCD TVs, desktop monitors and notebook/netbook panels?
- What factors are impacting large size TFT-LCD panel demand by size and pixel format, and what will drive future demands?
- How has the rapid emergence of LCD TVs and monitor panels use of LCD TV affected the overall LCD market?
- Which suppliers dominate the market, and what are their unit shipments shares by applications and panel size? Which supplier is gaining market shares and which supplier is losing shares and why?
- How are current estimates and future market forecasts impacted by shifts in market and technology trends (Netbook impacts, Shift to 16:9 format, Full HD, 120 Hz, LED backlights, Thinner form factors...).

Who Should Read This?

- Brand Manufacturers / OEMs / ODMs for TVs/monitors/notebooks
 - Product planning managers for system sales
 - Procurement Managers for LCD components
- LCD Panel Suppliers
 - Product marketing/strategic planning managers
- LCD Component Suppliers
- Manufacturers of Competitive Technologies
 - Plasma / rear projection / CRT/OLED
- Investment Community
 - Fund managers / investors / analysts with interest in display companies

Lead Analyst**Sweta Dash, Director**

Sweta is a well-respected industry analyst covering the LCD and projection display industries since the early 1990s. She has more than fifteen years of experience tracking electronic display, semiconductor, and computer markets.

At iSuppli, Sweta is the research director and lead analyst for LCD and projection display market reports and services. Her scope of research includes data analysis, market forecasting, and predicting future market and technology trends.

Sweta is the author of numerous papers and she has spoken extensively at various industry conferences. She has a Bachelors of Arts degree with honors and Master of Arts degree in Economics from University of Toronto, Canada.

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