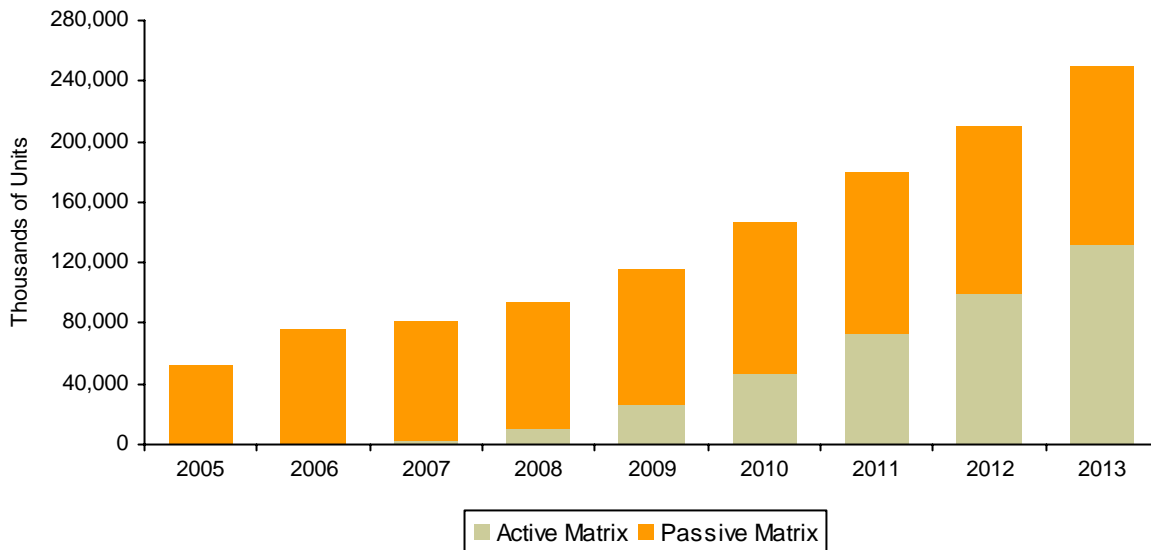


## OLED Market Tracker

By Vinita Jakhanwal, Principal Analyst

### OLED Success Strongly Tied to Active Matrix



OLED panels have successfully grown to a market size of more than a half-billion dollars. But can it continue? iSuppli's latest research shows that OLED must make the transition from passive matrix to active matrix very soon in order to keep on its growth curve.

The report provides bi-annual analysis of the worldwide OLED display market by application, screen size and drive type (active or passive). Key applications currently using OLEDs and likely to become OLED markets are covered like mobile phones, MP3/PMPs, TVs etc. More than 12 such applications are covered. Clients receive online access to the Adobe Acrobat PDF report file and a MS Excel database file containing 2 year historical and 7 year forecast. Commentary on OLED technology development is included in the PDF file. Additional information like list of OLED products, components and equipment vendors can also be found.

#### Critical Questions Answered

- What is happening in the volatile subdisplay and MP3 markets?
- How can OLED players maximize their continued growth?
- When is AMOLED likely to happen ... and from which companies?
- Where do the opportunities exist for OLEDs?
- What is for the forecasted revenue for OLEDs for the next five years?

#### Who Should Subscribe to This Series?

- Strategic Planning/Business Development
  - OLED Materials Suppliers
  - OLED Module Manufacturers
  - Driver, Package, Component Companies
  - OLED Equipment Makers
- Product Design
  - OLED OEMs
- Financial Analyst
- Military Analyst
- LCD Players

# OLED Market Tracker

2008

## Forecast

- Frequency, Time Period
  - 2-year annual historical
  - 7-year annual forecast
- Measures
  - Units, ASP, Value
- Markets Covered
  - 20 applications (see below)
  - 6 screen sizes
- Detail Level
  - By application, screen size, and drive type (active or passive matrix)

## Technologies Covered

- OLED displays (not lighting or other applications that are not information displays)

## Applications Covered

- Automotive, camcorders, cameras, commercial transportation, desktop monitors, handheld computers, handheld games, headworn devices, industrial equipment, medical instruments, mobile phones, portable computers, portable DVD/VCD players, television, others

### Vinita Jakhanwal, Principal Analyst

Vinita brings over a decade of market research and consulting experience to iSuppli where she tracks the mobile display market along with following other small and medium display application markets. Currently she is responsible for forecasting, competitive analysis and supply/demand research for the Mobile Displays Market Service and the Small/Medium Display Market Service.

Previously, she worked as a Senior Industry Analyst at Frost & Sullivan, where she managed research in logistics and automatic identification. Vinita also worked as a research analyst for McKinsey and Co., tracking a variety of industrial sectors, and has experience in corporate and investment analysis.

Vinita received a Master of Economics degree from the Delhi School of Economics, and a B.A. degree in economics from the University of Delhi.

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