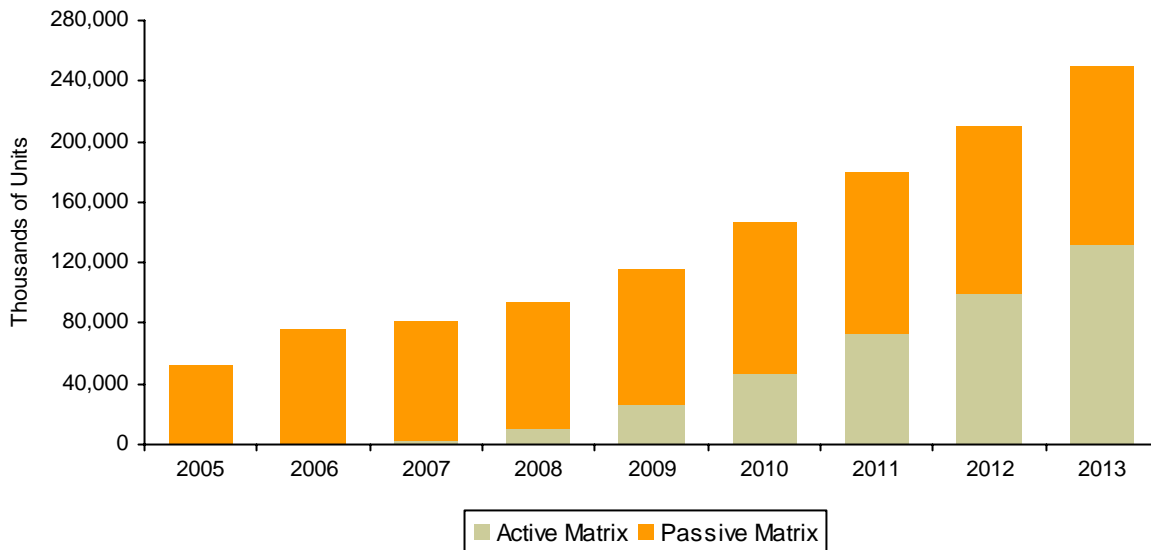


OLED Market Tracker

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

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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.

Sample Table of Contents

- Executive Summary
- Major Developments (Q2 2006 – Q3 2007)
- Market Forecast Overview
- Market Shares
- Introduction
- OLED Products
- Current Panel Products
- Active-Matrix Plans
- Market Forecast
- Changes from the H1 2007 Edition
- Forecast Assumptions
- Key Findings
- Market Shares
- Analysis by Drive Type
 - Analysis by Application
 - Mobile-Phone Subdisplays
 - Mobile-Phone Main Displays
 - Portable Media (MP3/MP4/PMP/DVD)
 - Cameras and Camcorders
 - Auto Displays
 - Television
 - OLED Lighting
- Manufacturing Capacity and Supply/Demand Balance
- Topics in Strategy
 - OLED Intellectual Property
 - Recommendations
- Appendix A: Broad View of the Major Technical Challenges for OLED
 - Out-coupling Efficiency
 - Shaped Substrate Techniques
 - Micro-lens Arrays
 - Micro-Cavities and Tandem OLEDs
 - Two-dimensional Photo Crystal Structures
 - Transparent OLEDs and flexible OLEDs
- Appendix B: Technical Background of OLED
 - Definitions and History
 - Materials
 - Devices – Structure and Manufacturing
 - Other Solution-processing Techniques
- Appendix C: OLED Products: Development Timeline
 - Small Molecular PM OLED Products
 - Polymer PMOLED Products
 - Small Molecular OLED “Second Round”
 - AMOLED Demos and Products
- OLED activities in China, India and Brazil
 - OLED Research in China
 - OLED Research in India
 - OLED Development in Brazil
- Summary

Table of Contents (Continued)**List of Figures**

- Figure 1: Worldwide OLED Display Shipment Value by Application, 2005-2013
- Figure 2: Worldwide OLED Display Unit Shipments by Application, 2005-2013
- Figure 3: OLED Panel Manufacturer Unit Market Shares, 2006
- Figure 4: OLED Panel Manufacturer Value Shares, 2006
- Figure 5: OLED Panel Manufacturer Unit Market Shares, 2006
- Figure 6: OLED Panel Manufacturer Value Market Shares, 2006
- Figure 7: OLED Panel Market Value, Passive and Active Matrix, 2005-2013
- Figure 8: OLED Panel Units, Passive and Active Matrix, 2005-2013
- Figure 9: OLED Panel Value with Passive and Active Separated, 2005-2013
- Figure 10: Power Consumption Usage Patterns for LCD and AMOLED in Mobile Phones
- Figure 11: Mobile Handsets with Samsung SDI AMOLED Panels Launched Through Q3 2007
- Figure 12: Portable Media Player Unit Shipments (OLED Panels and Total End Products), 2005-2013
- Figure 13: Sony XEL-1 AMOLED (11-inch) TV
- Figure 14: Transparent OLED Structure
- Figure 15: Flexible OLED Display Demonstrations
- Figure 16: Basic OLED Device Structure
- Figure 17: Chemical Structure of Aluminum Quinolate (Alq3)
- Figure 18: Chemical Structure of P-phenylenevinylenes (PPV)
- Figure 19: OLED Material and Full-color Panel Lifetime Forecast
- Figure 20: Basic OLED Process Flow: Left Side for Small Molecular, Right Side for Polymer
- Figure 21: 3M and Samsung SDI's LITI Process
- Figure 22: Schemes to Generate Full Color in OLED
- Figure 23: Schematic of RIST Process
- Figure 24: Transparent-Cathode Type (left) and Inverted Type (right) Top-Emitting Structures
- Figure 25: Protective Metal Can Used by Pioneer
- Figure 26: Thin-film Encapsulation

List of Tables

- Table 1: Panel Makers by Revenue and Units, 2006
- Table 2: Current OLED Panel Products, Q307
- Table 3: Plans by AMOLED Players
- Table 4: OLED Applications
- Table 5: AMOLED Units and Value by Application, 2005-2013
- Table 6: PMOLED Units and Value by Application, 2005-2013
- Table 7: Mobile Handset Subdisplay Units and Value, 2005-2013
- Table 8: Mobile Handsets with OLED Main Displays
- Table 9: Mobile Handset Main Display Units and Value, 2005-2013
- Table 10: OLED Manufacturing Capacity, 2007
- Table 11: Kodak and CDT Licensees
- Table 12: Summary of Broad Technical Challenges Facing OLED Developers
- Table 13: Comparison of Active-matrix OLED and Active-matrix LCD
- Table 14: Comparison of PM OLED and PM LCD
- Table 15: Comparison of Small Molecular and Polymer OLED
- Table 16: Best Reported Laboratory Lifetime of OLED Material and Full-color Panel Summary
- Table 17: Comparison of Top Emission and Bottom Emission OLED
- Table 18: Comparison of Encapsulation Technologies
- Table 19: Companies That Have Shown AMOLED Prototypes
- Table 20: Companies Committed to Manufacture AMOLED Display Module as of May 2007
- Table 21: Companies Committed to AMOLED and Which Have Demonstrated Larger Than 10-inch AM OLED

OLED Market Tracker

2008
