

LED Special Report

Backlighting of LCD-TVs and General Illumination Drive a Bright Market for LEDs

By Jagdish Rebello, PhD., Director & Principal Analyst

Forecast**Frequency, Time Period**

- 8-year historical + 5-year annual forecasts

Measures

- Revenue
- ASPs

Regions, Markets

- Global

Detail Level

- Market Forecast for Standard brightness, High Brightness and High Flux LEDs in each of 12 major application areas
- Market Share for LED suppliers

Applications/Products Covered

- Established Applications in indicator lamps, small displays and transmitters
- Traffic Signals
- Street Lighting
- Interior and Exterior Lighting in cars, commercial and emergency vehicles
- Large screen and moving message visual displays
- Decorative Lighting
- Flash Lights
- Small LCD Backlighting
- Mobile Handset Displays
- Automotive Navigation
- Digital Picture Frames
- Large LCD Backlighting
- Notebook & Computer Monitors
- LCD TVs (by screen size)
- Cell Phone Keypad
- Camera Flash Lighting
- General Illumination

Technologies Covered

- LED and Substrate Materials
- High Brightness and Ultra-High Brightness LEDs
- Blue and White LEDs

Despite the slowdown in the global economy, the solid state lighting industry is poised for strong continued growth in 2009. The strong growth is being driven by the emergence of new applications such as the backlighting of large screen LCDs for TVs and notebook computers and the increased penetration of LEDs in many existing applications such as automotive illumination, decorative illumination and the backlighting of keypads and displays in mobile devices, digital picture frames and Personal Navigation devices.

In addition, continuous advances in solid state lighting are allowing LEDs to target new applications in the general illumination market. The development of high flux LEDs and innovative LED designs are pushing LEDs closer to being adopted in the main stream general illumination market. iSuppli projects that LED light bulbs will address the residential and enterprise general illumination market in 2010.

iSuppli projects that the total market for LEDs will grow by about 18% CAGR through 2013 when it will exceed \$14.6 billion. This iSuppli Special Report provides a detailed analysis of the global LED market by examining the dynamics of the major application segments, the numerous advantages offered by LEDs in each of these target markets and the key suppliers of LEDs.

Total LED Market**Critical Questions Answered**

- What are the market dynamics that are shaping the solid state lighting market? What are the key applications for high brightness and high power LEDs?
- What is the market for LEDs in the backlighting of large screen LCDs in TVs and notebooks? What are the different configurations that will be adopted?
- When will the general illumination market for LEDs gain traction?
- Who are the major suppliers for LEDs? How will the changing supplier dynamics affect the overall market for LEDs?

Who Should Read This?

- OEMs, EMS and ODMs for LEDs, small LCD backlighting units, LED signages, traffic lighting
 - Purchasing
 - Product planning
- Opto Electronic Component Suppliers
 - Strategic marketing
 - Product management
- Financial Analysts
 - Technology / Semiconductor

Lead Analyst

Jagdish Rebello, Ph.D., Director & Principal Analyst

Jagdish is responsible for research and competitive analysis of various optical and opto-electronic components, wireless infrastructure and applications in optical networking communications. He also provides insights into emerging optical and wireless technologies such as Passive Optical Networks and WiMAX, while assessing their market impact.

Jagdish Rebello also directs the iSuppli India research initiative and analyzes the rapidly growing demand for consumer, automotive and wireless electronics in India as well as the emerging supply of electronic design and integration capabilities in India.

Prior to iSuppli, Jagdish worked with ADC Tele-communications as a Product Manager for several photonic components, directing the strategic and tactical marketing of MEMS switches, FBGs, optical couplers and WDMs - all specific to the telecommunications market.

Jagdish also successfully managed the optical spectroscopic detector line for Jobin Yvon, Inc. Jagdish has a PhD and MS in mechanical engineering from Ohio State University, an MBA in finance and marketing from Rutgers University, and a BS in mechanical engineering from the University of Bombay.

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