

## Liquid Crystal Displays

## LCD PriceTrak™

By Stacy Wu, Analyst &amp; Sweta Dash, Director

**Forecast****Frequency, Time Period**

- Monthly Update
- Two months historical, six months forecast
- Extended forecast four times each year

**Measures**

- Average selling prices
- High-low prices
- Screen size, technology, pixel format, mode and backlight

**Regions, Markets**

- Quotes gathered from worldwide manufacturers and buyers (North America, Korea, Taiwan, Japan, China and other regions)

**Technologies Covered**

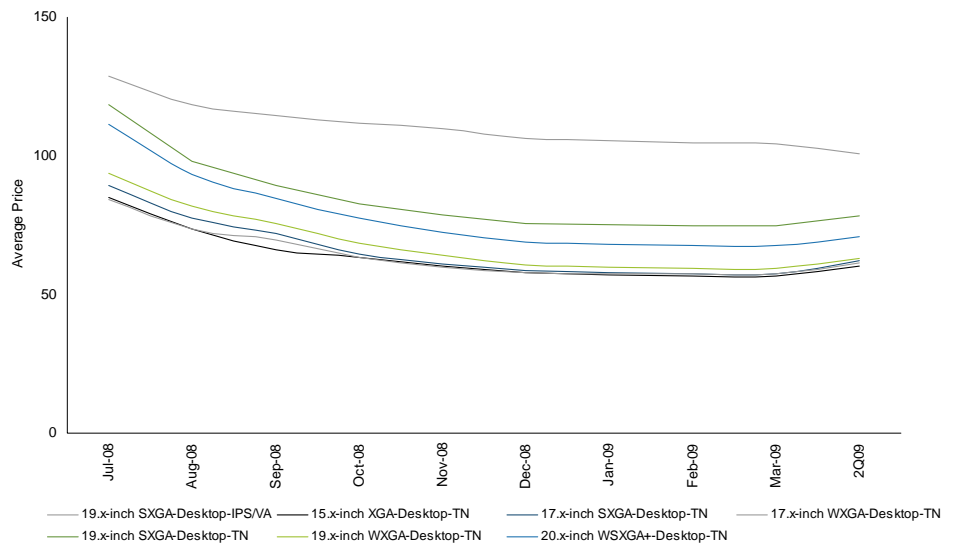
- Active matrix

**Application Prices Tracked Monthly**

- Desktop monitors
- Notebook computers
- Television
- Industrial applications

This report series is the industry's pioneering monthly analysis and forecast of the fluctuations in worldwide LCD pricing. Keeping pace with today's volatile LCD market — especially in the pricing arena — requires access to frequent forecast updates. An annual subscription to LCD Pricetrak™ provides monthly LCD panel pricing for monitors, notebook computers, televisions, and industrial applications for wide and standard panels by screen size, pixel format and backlight for the current month including two historical months and a six-month forecast.

Each issue provides current and forecast prices at the OEM level based on actual quotes obtained through manufacturer and buyer interviews. Every three months, an extended forecast (5 extra quarters) is included.

**Monitor TFT-LCD Panel Pricing (<=19.x-inch)****Key Issues Addressed:**

- What are near-term LCD panel price trends for TVs, desktop monitors and notebook computers?
- What is the price differential between 19-inch and 22-inch monitor panel or 32-inch, 37-inch and 40/42-inch TV panel? How is it going to change in the future?
- How rapidly are TV panel prices dropping?
- What is the price differential between 15.6-inch notebook panels with LED and CCFL backlight?
- What is the panel price forecast for 2009 and 2010?
- What are the near-term problems facing LCD manufacturers, such as component shortage, yield problem and their impact on panel prices?
- Will new 8th and higher gen fabs contribute to oversupply situations in the near term?

**Applicable To:**

- 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 for LCD panels
- LCD Component Suppliers
- Manufacturers of Competitive Technologies
  - Plasma, Rear Projection, CRT and OLED
- Investment Community
  - Fund managers / investors / analysts with interest in display companies

**Lead Analyst****Stacy Wu, Analyst**

As a LCD analyst, Stacy is responsible for LCD research including large area and small and medium size LCDs.

Prior to joining iSuppli, Stacy was a market analyst at Philips Multimedia Display global headquarters, where she was responsible for conduct market intelligence activities, including monitor, PC (DT+NB) and digital photo frame markets. She also had served as an analyst at IDC Taiwan, where she was responsible for conducting PC and display market study. Her research field had covered includes supply/demand, pricing, shipment tracking, and industry value chain study.

Stacy earned a Masters in International Marketing from University of Strathclyde in the U.K. and a Bachelor of Business Administration from Nation Cheng-chi University in Taiwan.

**Sweta Dash, Director**

Sweta Dash is one of the most highly respected analysts in the displays industry. Virtually every leading manufacturer of large LCD panels and systems relies on her research and guidance, as do many of the companies that provide LCD materials, components and equipment.

Sweta has been exceptionally accurate in forecasting LCD supply, demand, pricing and technology adoption. Her methodology is based on extensive primary research conducted at every node in the LCD supply chain.

Sweta is the author of numerous papers and she is frequently invited to speak at major industry conferences. She is also quoted regularly in such publications as Business Week, The Wall Street Journal and The New York Times.

Prior to joining iSuppli (Stanford Resources), Sweta served as a market research consultant for Trish Associates and senior research consultant for MIRC / Frost & Sullivan. She has a Bachelors of Arts degree with honors and a Master of Arts degree in economics from the University of Toronto, Canada

**Electronic Database Includes:****Data Selection Criteria**

- Technology
- Size
- Pixel format
- Backlight
- Application
- Mode
- Time period