

Product Planners and Marketers Must Act Before 16:9 Panels Replace Mainstream 16:10 Notebook PC and Monitor LCD Panels, New DisplaySearch Topical Report Advises

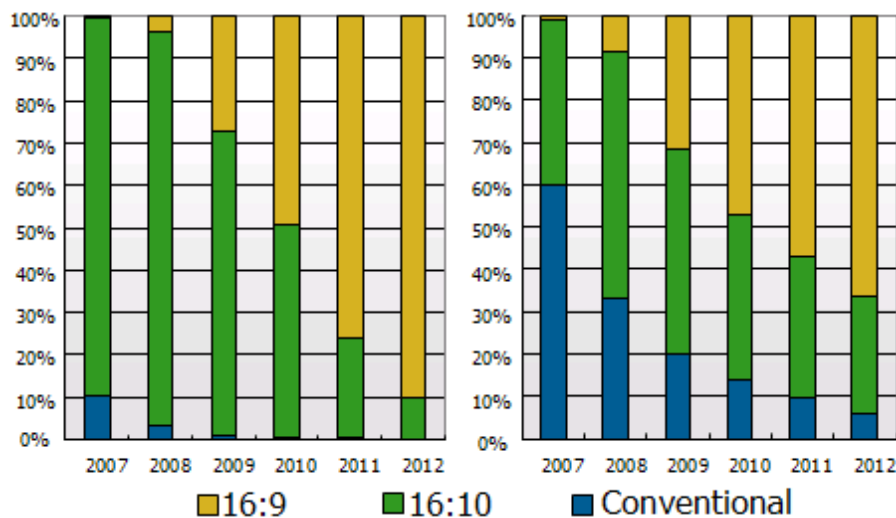
AUSTIN, TEXAS, July 1, 2008—DisplaySearch, the worldwide leader in display market research and consulting, emphasizes the need for action in its recently released topical report, [16:9 Notebook PC and LCD Monitor Analysis](#).

“In the near future, panel makers will take necessary phase-out tactics on the existing 16:10 LCD panels in order to drive the market to 16:9 panels. Panel makers did it for square panels, and they know how to do it again,” said DisplaySearch’s [David Hsieh](#), Vice President, Greater China Market. “Notebook PC and LCD monitor product planners and marketers must plan for the transition now to assure a smooth roll-out of products over the next four years and sufficient panel availability,” Hsieh said.

The transition may confuse individual consumers and leave IT managers distinctly unenthusiastic, since they will be faced with a 16:9 transition shortly after managing the transition to 16:10 widescreen. When the 16:9 panels become available there will be an overwhelming number of different types of panels in production: over 50 NB panels and over 45 LCD monitor panels. Legacy video processors will complicate the transition further.

None of this will stop the transition from happening. DisplaySearch projects that by 2012, 16:9 penetration will reach 90% of notebook PC panels and 67% of LCD monitor panels, as shown in Figure 1.

Figure 1: Forecast of 16:9 Panel Penetration in the Notebook PC (Left) and LCD Monitor Markets (Right)



Source: DisplaySearch [16:9 Notebook PC and LCD Monitor Analysis Report](#)

The report reveals the driving forces behind the forecast:

- Innovative product concepts will drive a new product cycle stimulating the growth of the notebook PC and LCD monitor market.
- 16:9 provides better economic cut (panelization) in existing TFT LCD fabs.
- 16:9 products provide higher resolution and wider aspect ratio.
- The widespread adoption of High Definition in the consumer entertainment sector will help end users readily adopt the new products with the wider aspect ratio.
- The new 16:9 panels provide an opportunity for PC brands to further diversify their products.

Written for product planners and product marketing managers, this DisplaySearch topical report is an essential guide to managing the 16:9 transition and understanding when to act. A few of the key topics covered in the more than 100 slides of this report are:

- Why the 16:9 transition is happening now from both the supply and demand perspectives

- Panel makers' strategies
- Brands' strategies and design-in status
- 16:9 penetration analysis and forecast

For more information, please contact sales@displaysearch.com, or contact your regional DisplaySearch offices in Japan, Korea, Taiwan and China.

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