

OLED TV and Mini-Note Panels Will Grow the Most, Says DisplaySearch

AUSTIN, TEXAS, July 10, 2008—DisplaySearch, the worldwide leader in display market research and consulting, has released the Q2'08 [Worldwide Flat Panel Forecast Report](#) showing what applications will grow the fastest over the next eight years. The report forecasts a 167% compound annual growth rate (CAGR) for shipments of OLED panels from 2007 to 2015. The CAGR of shipments for mini-note PC applications may be 74% over the coming eight years.

“OLED TV and mini-note PC applications are the next big opportunity for flat panel suppliers,” explained [David Barnes](#), VP of Strategic Analysis for DisplaySearch. He added, “Last year, we identified the potential for digital picture frame demand to lead unit growth. That application is still growing strong but these two applications will be even stronger.”

The following table lists the top ten growth prospects by application and their Q1'08 panel shipments in thousands.

Table 1: Top Ten Fast Growing Flat Panel Applications by 2007–2015 CAGR

Application	Q1'08 Units (000s)	Q1'08 O/Q	Q1'08 Y/Y	8-Year CAGR 2007–2015
OLED TV	5	58%	n/a	167%
Mini-Note PC	1,129	135%	2,409%	74%
Digital Picture Frame	6,560	21%	646%	32%
Public Display	354	2%	36%	26%
Notebook PC	32,998	2%	44%	17%
LCD TV	27,865	-10%	78%	12%
Industrial	5,812	-13%	37%	10%
Automobile Monitor	4,608	0%	24%	9%
Portable Navigation Device	12,540	-5%	181%	9%
Portable Media Player	11,498	-59%	-12%	9%
Total FPD	881,705	-12%	15%	5%

Shipments of flat panels for all applications decreased 12% from Q4'07 to 881.7 million units on normal seasonal weakness in Q1'08. Compared to Q1'07, shipments increased 15%, led by demand for mini-note PC, digital picture frames and portable navigation devices. On a unit share basis, mobile phone applications consumed 45.8% of all flat panels in Q1'08. By comparison, the next largest consumption came from conventional PC applications for desktop and laptop displays, which used 9.1% of the flat panels shipped. Panels for LCD TV and Plasma TV sets comprised 3.5% of shipments. On a display area basis, TFT LCD technology provided 88.6% of total FPD area in Q1'08. PDP technology delivered 9.4% and OLED delivered 0.1% of the total.

The [Quarterly Worldwide Flat Panel Forecast Report](#) covers all flat panel and CRT technologies in 40 categories of applications. The report provides historical data from 2006 through 2008 and forecasts demand through 2015. Clients obtain detailed data in spreadsheet formats that allow them to create custom studies or create presentations using formatted tables and charts provided. For more information on the [Quarterly Worldwide Flat Panel Forecast Report](#) please contact DisplaySearch sales at 512-687-1511 or sales@displaysearch.com, or contact your regional DisplaySearch offices in Japan, Korea, Taiwan and China.

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