

■ OLED Lighting to Take Off in 2011; Revenues Will Pass PMOLED Displays by 2014, Reaching \$6 Billion by 2018, DisplaySearch Predicts

AUSTIN, TEXAS, March 12, 2009—The OLED lighting market is setting the stage to take off in 2011, with OLED lighting revenues forecasted to surpass PMOLED displays in the 2013/2014 timeframe, reaching \$6 billion by 2018, according to DisplaySearch’s newly-released report, *OLED Lighting in 2009 and Beyond: The Bright Future*.

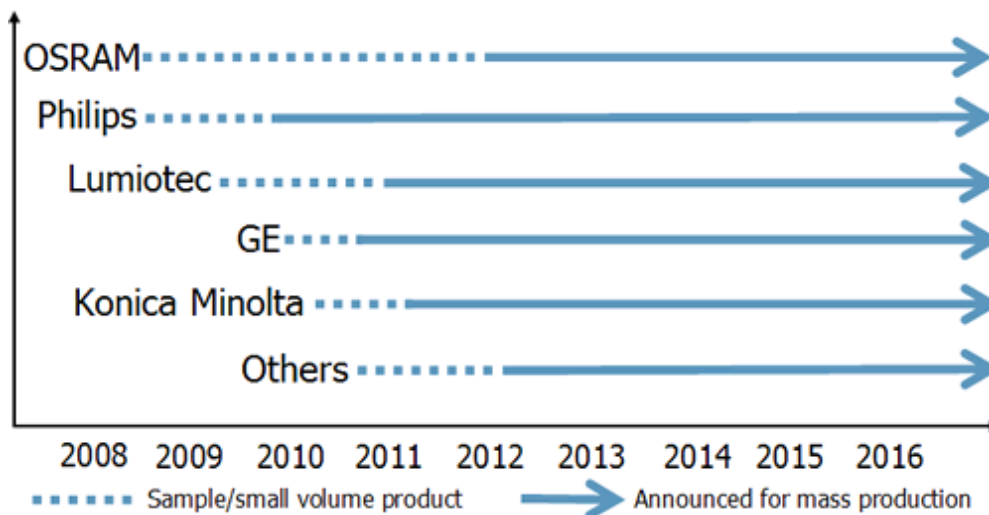
“The unique features of OLED lighting are inspiring the imagination of designers. OLED lighting devices emit from the surface, can be made flexible/rollable, and even transparent like a window or reflective like a mirror. OLED lighting is thin, rugged, lightweight, and has fast switch-on times, wide operating temperatures, no noise and is environmentally friendly. The power efficiency of OLED lighting has also improved dramatically in recent years,” said [Jennifer Colegrove](#), PhD, Director of Display Technologies at DisplaySearch.

“Hundreds of millions of dollars have been invested in OLED lighting, especially in Europe, the US, and Japan. Although OLED displays have been in mass production for about a decade, OLED lighting just started sampling and small volume production. This is due to the fact that OLED displays and OLED lighting face different challenges,” added Dr. Colegrove.

Market size, in both area (m²) and revenue (\$) are forecast through 2018, with breakdowns for six applications, including automotive, display backlights, decorative/general lighting, healthcare/industrial, and signage/advertisement. Market forecasts are also given by substrate type, detailed by flexible versus rigid.

Looking into the future, the OLED lighting industry will pick up in 2011, with Philips, GE, Konica Minolta, Lumiotec and OSRAM entering mass production (Figure 1).

Figure 1: OLED Lighting Manufacturing Participant Roadmap



Source: *OLED Lighting in 2009 and Beyond: The Bright Future*

In *OLED Lighting in 2009 and Beyond*, DisplaySearch analyzes trends in the lighting industry and compares OLED lighting with five other lighting technologies: incandescent, fluorescent, high intensity discharge, LED and electroluminescent (EL). The report covers the OLED lighting supply chain, including more than 130 companies and universities, and analyzes several organizations related to OLED lighting in Europe, the US, Japan, Korea, Taiwan and China. The report also forecasts the efficiency, lifetime, and average selling price of OLED lighting devices. The OLED lighting and OLED display markets are compared and the market forecasts are analyzed. Business strategy recommendations are also given in the report. Finally, OLED lighting technologies, including structures, materials, efficiency improvement techniques, lifetime trends, and manufacturing (roll-to-roll vs. batch), are discussed and analyzed.

OLED Lighting in 2009 and Beyond: The Bright Future is delivered in PowerPoint and Excel file. For more information, contact Carl Holec at +1.512.687.1505 or sales@displaysearch.com or contact your regional DisplaySearch office in China, Europe, Japan, Korea or Taiwan.

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