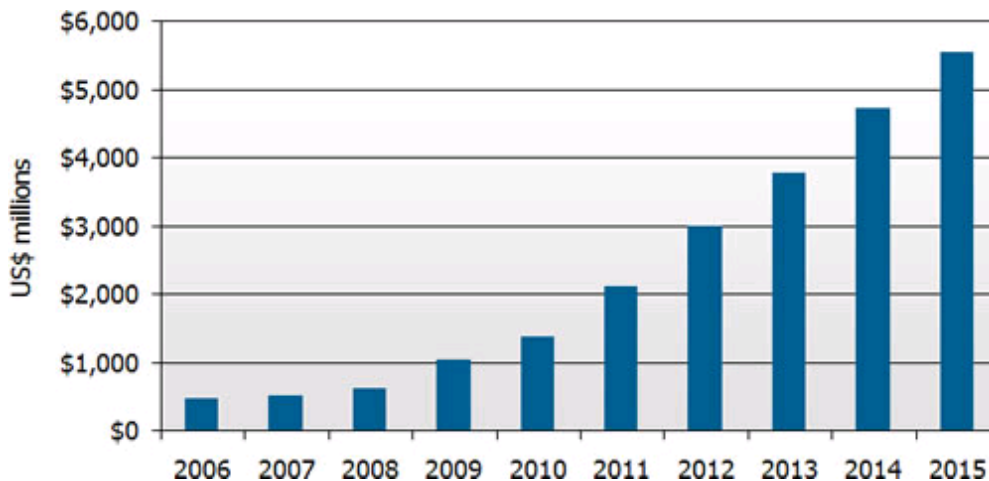


Worldwide OLED Revenues Forecast to Reach \$5.5B by 2015 on Strong AMOLED Growth; Samsung #1 in OLED Shipments, Passing RiTdisplay

AUSTIN, TEXAS, April 22, 2009—In the Q1'09 *Quarterly OLED Shipment and Forecast Report*, DisplaySearch forecasts the total OLED display market will grow to \$5.5 billion by 2015, from \$0.6 billion in 2008, with a CAGR of 37%. Currently, this growth is being driven by the adoption of active matrix OLED (AMOLED) displays for the primary display in mobile phones and portable media players. Expansion of AMOLED manufacturing capacity will enable production of larger displays for mini-notebook and notebook PCs, desktop monitors and larger TVs. DisplaySearch forecasts that in 2015, TV will pass mobile phone main display to become the highest-revenue application at \$1.92 billion.

“AMOLED displays have become an important differentiating factor for high-end electronic products,” noted [Jennifer Colegrove](#), Director of Display Technologies at DisplaySearch. “AMOLED revenues will exceed those from passive matrix OLEDs (PMOLEDs) in 2009, and AMOLED is likely to pass PMOLEDs in terms of unit shipments in 2010, driven by mobile phone main display applications.”

Figure 1: OLED Display Revenue Forecast



Source: DisplaySearch Q1'09 *Quarterly OLED Shipment and Forecast Report*

DisplaySearch also reported that worldwide OLED display revenue in Q4'08 was \$156 million, an increase of 17% Q/Q. OLED revenues for FY2008 reached \$615 million, a 24% increase Y/Y.

PMOLED had a weak Q4'08, caused by slowing shipments of monochrome and area color OLED. AMOLED experienced a strong quarter, driven by demand for mobile phone main displays, as Nokia, Samsung Electronics and Sony Ericsson heavily promoted AMOLED mobile phones in early 2009.

“The OLED display industry is at a crossover point, as AMOLED passes PMOLED on a revenue basis. PMOLED makers need to investigate new market and product opportunities such as OLED lighting,” Dr. Colegrove said.

Samsung SDI—whose OLED group merged with Samsung Electronics’ mobile display business to form Samsung Mobile Display (SMD) in January 2009—had a strong Q4'08. As a result, Samsung SDI (now SMD) took the #1 position in shipments with a 31% share, passing RiTdisplay. Samsung SDI (now SMD) has been the leader in total OLED revenues for several quarters thanks to its AMOLED shipments.

The DisplaySearch *Quarterly OLED Shipment and Forecast Report* includes shipments by supplier; by AMOLED vs. PMOLED; by small molecule vs. polymer; by monochrome vs. area color vs. full color; and by application, such as mobile phone main display, sub-display, mini-note, notebook PC, TV, MP3, auto console, car audio, digital still camera, near-eye and others. It also shows capacity plans by supplier and has a comprehensive supply/demand forecast.

The report is delivered in PowerPoint and includes Excel pivot tables. If you need further information or assistance please contact us at +1.512.687.1511 or sales@displaysearch.com, or at the local DisplaySearch offices in China, Japan, Korea, Taiwan and the United Kingdom.

DisplaySearch, an NPD Group company, has a core team of 59 employees, located in Europe, North America and Asia, who produce a valued suite of FPD-related market forecasts, technology assessments, surveys, studies and analyses. Visit the [DisplaySearch blog](#) to read about how our top analysts are interpreting up-to-the-minute issues that impact the display industry, and join us in this discussion about technology and the flat panel industry. The company also organizes influential events worldwide. Headquartered in Austin, Texas, DisplaySearch has regional operations in Chicago, Houston, Kyoto, London, San Diego, San Jose, Seoul, Shenzhen, Taipei and Tokyo, and the company is on the web at <http://www.displaysearch.com/>.

About The NPD Group, Inc.

The NPD Group is the leading provider of reliable and comprehensive consumer and retail information for a wide range of industries. Today, more than 1,700 manufacturers, retailers, and service companies rely on NPD to help them drive critical business decisions at the global, national, and local market levels. NPD helps our clients to identify new business opportunities and guide product development, marketing, sales, merchandising, and other functions. Information is available for the following industry sectors: automotive, beauty, commercial technology, consumer technology, entertainment, fashion, food and beverage, foodservice, home, office supplies, software, sports, toys, and wireless. For more information, [contact us](#) or visit <http://www.npd.com/>.

Contact

To contact DisplaySearch, call 1.888.436.7673 or 1.516.625.2452 or email contact@displaysearch.com

Media contact Stacey Voorhees, 1.925.336.9592 or email media@displaysearch.com

<http://www.displaysearch.com/>

<http://www.displaysearchblog.com/>