

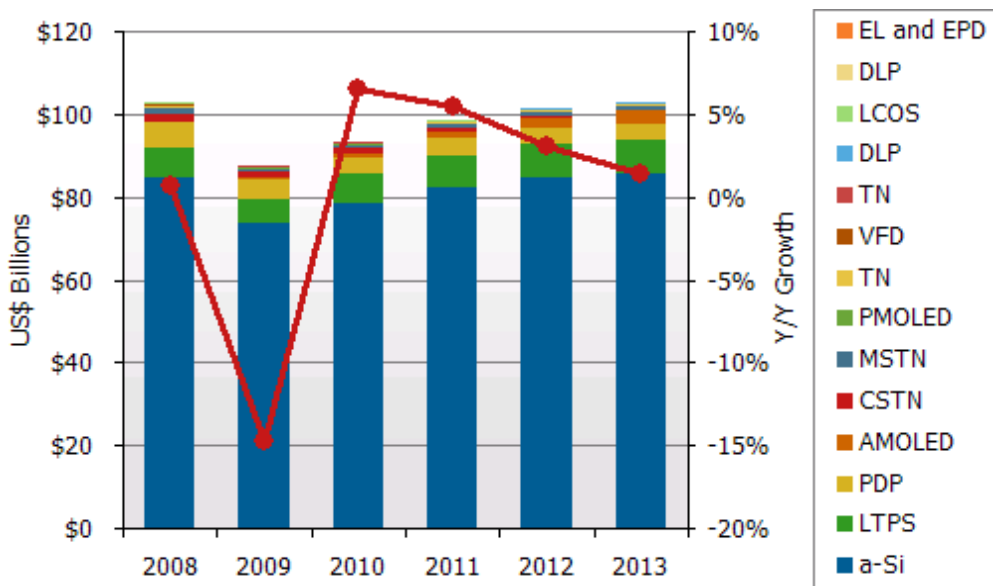
## ■ DisplaySearch Forecasts Flat Panel Display Industry Recovery in 2010

AUSTIN, TEXAS, October 19, 2009—According to the latest [DisplaySearch Quarterly Worldwide FPD Forecast Report](#), global flat panel display revenues for 2009 will be \$87.6B, down 15% Y/Y from 2008. The major reason for the decline is erosion in large-area TFT LCD panel prices compared to 2008, despite the fact that the TFT LCD market started to recover in Q2'09. Despite the gloomy forecasted results for 2009, the market is expected to recover in 2010 with a 5% compound annual growth rate and revenues of \$93.3B.

According to [David Hsieh](#), vice president of DisplaySearch, “2009 represents a drastic change for the whole FPD industry. The industry faced many critical challenges in the end of 2008 due to the global economic recession and the resulting drop in demand. However, as the market demand began to recover in early 2009 and the global economic situation is expected to continue to improve, we believe that the worst time for the industry has passed and the FPD market will experience growth after 2009.”

a-Si TFT LCD continues to be the largest segment in all FPD technologies. However, AMOLED shows the strongest compound annual growth rate, 179% from 2008 to 2012, as suppliers solve technical and financial problems.

Figure 1: Worldwide Flat Panel Display Forecast (Revenue)



Source: DisplaySearch Q3'09 [Quarterly Worldwide FPD Forecast Report](#)

### 8 Drivers for FPD Growth

There are currently eight drivers for FPD growth in the next ten years: new applications and markets, new entrants and processes, new concepts and specifications, as well as new business and practices (Figure 2). Many of these are inspired by the downturn in the FPD industry in late 2008 and early 2009, which stimulated the FPD industry to find different strategies, markets and solutions.

Figure 2: Flat Panel Display Growth Drivers

New Applications & New Markets	Newcomers & New Processes	New Concepts & New Specs	New Business & New Practices
<ul style="list-style-type: none"> <li>▪ Mini-Note</li> <li>▪ AIO (All-In-One) LCD PC</li> <li>▪ Digital Signage (Public Display)</li> <li>▪ BRIC: Brazil, Russia, India, China</li> <li>▪ Retail Channel house brands</li> </ul>	<ul style="list-style-type: none"> <li>▪ China TFT LCD Makers Emerging?</li> <li>▪ Korea/Taiwan/ Japan companies invest in China</li> <li>▪ Chiwan (China+Taiwan)?</li> <li>▪ Gen 10, PSA, Ink-Jet Printing Color Filter, COA, Making NB &amp; S/M in Gen 5, Making Monitor in Gen 7 &amp; Gen 8</li> </ul>	<ul style="list-style-type: none"> <li>▪ 3D</li> <li>▪ 120 Hz/240 Hz</li> <li>▪ LED Backlight</li> <li>▪ High Contrast</li> <li>▪ Local Dimming</li> <li>▪ Eco-friendly</li> <li>▪ Slim type</li> <li>▪ Ultra-high resolution (4Kx2K)</li> <li>▪ 21:9 Cinema LCD TV</li> <li>▪ AMOLED TV</li> </ul>	<ul style="list-style-type: none"> <li>▪ Supply Chain Break recovery</li> <li>▪ Vertical Integration</li> <li>▪ Cell business, LCD Module joint venture</li> <li>▪ LCD TV OEM/ODM</li> <li>▪ Brands Consolidation</li> <li>▪ Panel Makers Alliance and Joint Venture</li> </ul>

Source: DisplaySearch Q3'09 [Quarterly Worldwide FPD Forecast Report](#)

#### About DisplaySearch

Since 1996, DisplaySearch has been recognized as a leading global market research and consulting firm specializing in the \$770 billion display supply chain. DisplaySearch provides trend information, forecasts and analyses developed by a global team of experienced analysts with extensive industry knowledge and resources. In collaboration with the NPD Group, its parent company, DisplaySearch uniquely offers a true, end-to-end view of the display supply chain from materials and components to shipments of electronic devices with displays to sales of major consumer and commercial channels. For more information on DisplaySearch analysts, reports and industry events, visit us at [www.displaysearch.com/](http://www.displaysearch.com/). Read our blog at [www.displaysearchblog.com/](http://www.displaysearchblog.com/) and follow us on Twitter at @DisplaySearch.

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