

Notebook and Monitor Panels Integrating Touch and 3D Functionality

AUSTIN, TEXAS, December 17, 2009—Recent findings from DisplaySearch, the worldwide leader in display market research and consulting, indicate that touch and 3D functionality are influencing the development of notebook PC and LCD monitor panels for 2010. According to the company's latest [Quarterly Large-Area TFT LCD Product Roadmap Report](#), panel manufacturers will feature 3D and touch features—even combining them in a variety of new notebook and LCD monitor panels in 2010. In addition, DisplaySearch's findings also indicate that while 120 Hz became a mainstream feature for LCD TVs in 2009, 240 Hz with LED backlights will be predominant in 2010.

The Q4'09 [Quarterly Large-Area TFT LCD Product Roadmap Report](#) findings indicate important trends in touch panels and 3D displays in panel makers' IT product and technology roadmaps.

Notebook PCs with Touch

- Most panel makers are developing 11.6"W LCDs with touch functionality for notebook PCs and mini-notes (netbooks) in 2010, leveraging Windows 7.
- Samsung has canceled plans to produce 15.6"W notebook panels with in-cell touch in Q2'10, in favor of using touch panels.

LCD Monitors with 3D and Touch Panels

- CMO has been the most aggressive in promoting 3D and touch capabilities in monitor panels. They are currently mass producing 23.6"W 3D displays, and 23.6"W and 27"W with touch capability will be mass-produced in Q1'10.
- Samsung, LG Display and AUO are all developing new monitor panel models with touch and 3D features for 2010 launches.

The DisplaySearch [Quarterly Large-Area TFT LCD Product Roadmap Report](#) is a quarterly update of the product and technology roadmap of each panel supplier for the leading applications of 10" and larger TFT LCD panels: mini-notes, notebook PCs, desktop monitors, TVs and public displays. Previously, this report was named the [Quarterly Large-Area TFT LCD Product Plan Report](#), the content, depth and focus are the same. It is still the only report in the TFT LCD industry to analyze product roadmaps, technology blueprints, new materials and developing trends, as well as large-area TFT LCD specifications. The 219-slide report covers the following topics:

- TFT LCD panel makers' latest product strategies and technology plans for the five large-area applications: mini-notes, notebook PCs, LCD monitors, LCD TVs and public displays
- Analysis of the technology product roadmaps for notebooks, LCD monitors and LCD TVs
- Panel products by size, economic cut and fabs for 15 large-area TFT LCD makers and over 50 TFT LCD fabs

In Q4'09, the report analyzed the influence of CMO and InnoLux merger, including the impact of the merger and the future products line up of the new company. It also has a special 121-page report on the [FPD International 2009 Exhibition](#). This includes a DisplaySearch analysis of panel maker exhibits and showcased large-area LCD features: 3D, touch panel, EPD (e-paper), AMOLED, green (eco) products, LED and 120/240 Hz, as well as new materials and processes.

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, as well as the emerging photovoltaic/solar cell industries. 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 <http://www.displaysearch.com/>. Read our blog at <http://www.displaysearchblog.com/> and follow us on Twitter at [@DisplaySearch](#).

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