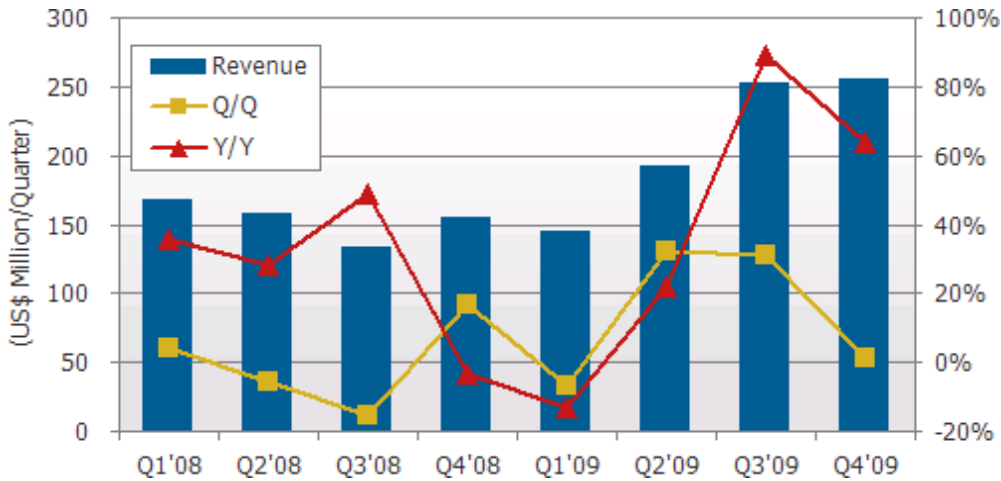


■ OLED Shipments Explode in Q3'09, Bringing in More than \$250M in Revenues

AUSTIN, TEXAS, December 21, 2009—In its latest *Quarterly OLED Shipment and Forecast Report*, DisplaySearch reported that worldwide OLED revenues shattered its previous record, reaching \$252 million in revenue for Q3'09, up 31% Q/Q. In addition, Q3'09 OLED shipments were 21.7 million, up 19% Q/Q (as shown in Figure 1).

Figure 1: Quarterly OLED Display Revenues



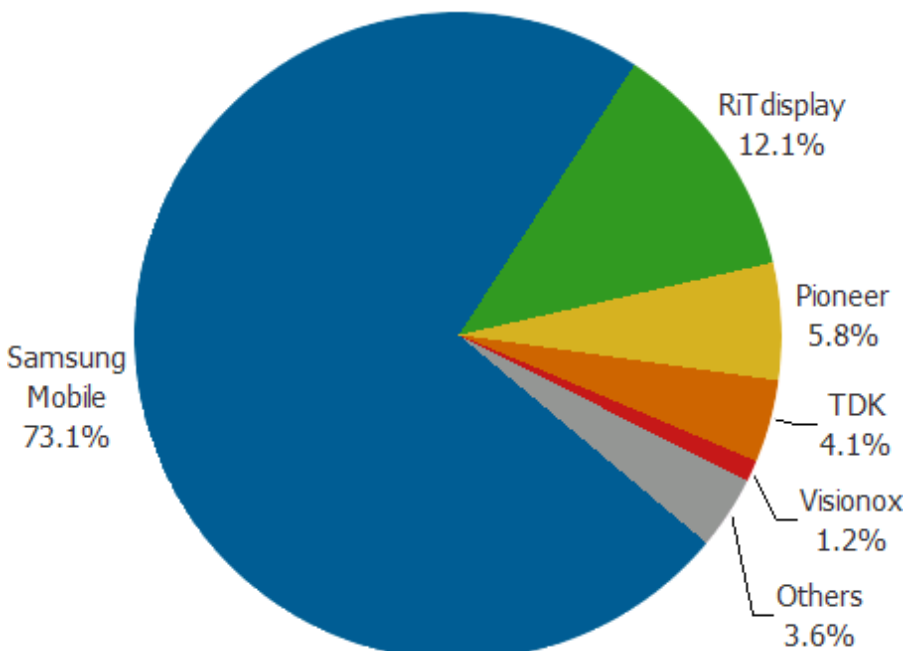
Source: DisplaySearch Q4'09 *Quarterly OLED Shipment and Forecast Report*

Despite the state of the economy, increased demand in high-end mobile and smart phones has driven growth, partially due to Samsung Telecom's continued heavy promotion efforts of AMOLED smart phone high-performance benefits.

Samsung Mobile Displays (SMD) maintained its strong lead in OLED shipments and also captured a 73% market share in AMOLED revenues, while RiTdisplay ranked second with a 12% share. LG Display has also announced plans to start production of 15" AMOLED TV displays in Q3'09.

"While the mobile phone industry continues to suffer as a result of the economy, Samsung's marketing initiatives have propelled high-end AMOLED mobile phone demand to new heights," noted Hiroshi Hayase, DisplaySearch Director of Small/Medium Displays. "The company is forecast to maintain its lead in mobile displays in 2010."

Figure 2: Q3'09 OLED Market Revenue Share



While the AMOLED market has increased in both shipments and revenues, PMOLED did not grow from 2008 to 2009, as a result of the shift from clam-shell style phones that use PMOLED to high-end mobile smart phones. Despite this, PMOLED demand is increasing in automotive applications adopted by Mercedes Benz and Lexus. As a result, PMOLED shipments for automotive applications have increased to 427K in Q3'09, up 19% Q/Q and 22% Y/Y.

The OLED market has also witnessed market consolidation this past quarter, with Eastman Kodak Co. selling its OLED display business to LG Electronics, as well as InnoLux acquiring CMO and TPO, including their OLED production.

The DisplaySearch [Quarterly OLED Shipment and Forecast Report](#) includes shipments by each supplier; AMOLED vs. PMOLED; small molecule vs. polymer; monochrome vs. area color vs. full color; and shipments by application, such as mobile phone main display, sub-display, mini-note, notebook PC, TV, MP3, auto console, car audio, digital still camera and near-eye. It also shows capacity plans by supplier and has a comprehensive supply/demand forecast. This report is delivered in PowerPoint and includes Excel pivot tables. If you need further information or assistance, please contact Charles Camaroto at 1.888.436.7673 or 1.516.625.2452, e-mail contact@displaysearch.com or contact your regional DisplaySearch office in [China, Japan, Korea or Taiwan](#).

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](#).

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/> and <http://www.npdgroupblog.com/>. Follow us on Twitter at [@npdtech](#) and [@npdgroup](#).

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/>