



WELCOME

to the July 2012

Bay Area SID

Technical Seminar & Webinar

“What You Missed in Boston”

One person's view of SID Display Week 2012

WHAT YOU MISSED IN BOSTON

THE STATE OF THE DISPLAY INDUSTRY

One Dominant Technology

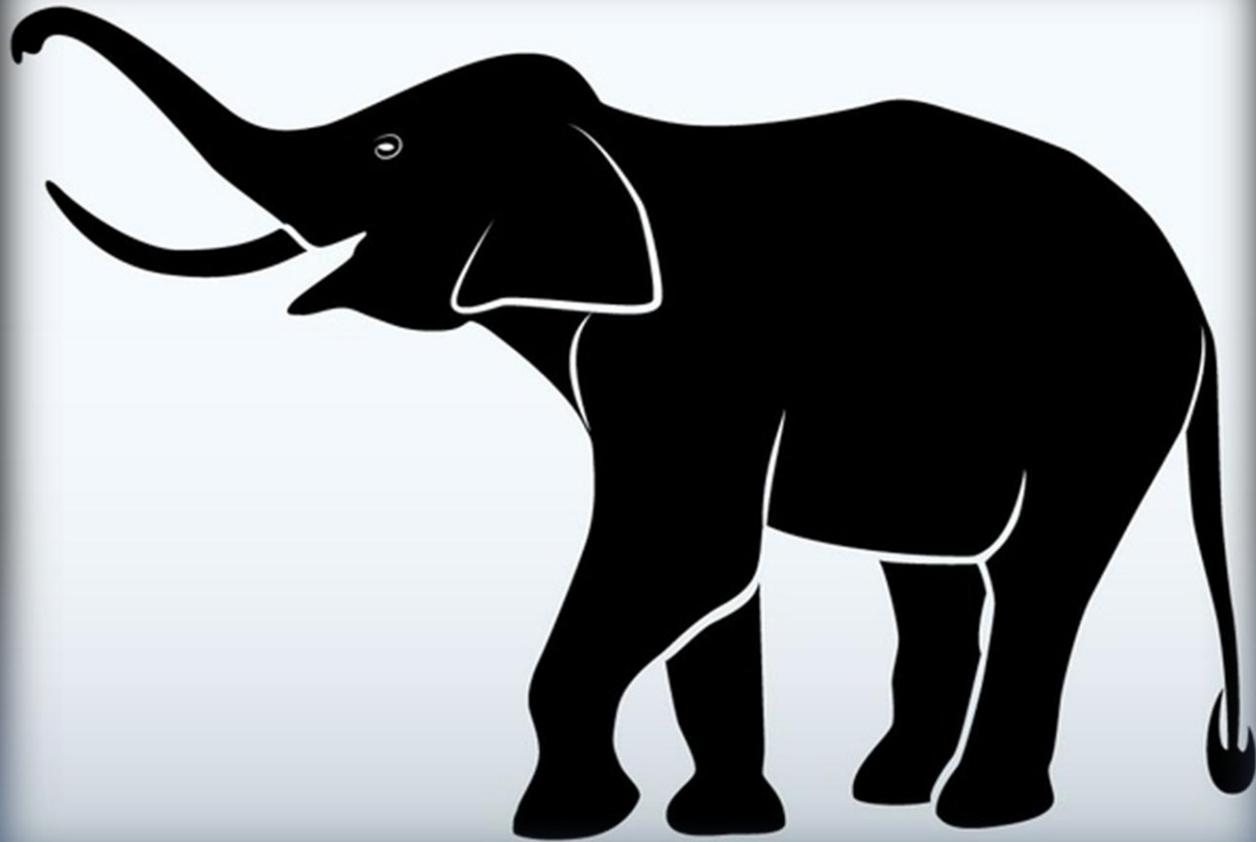
- Market share in desktop monitors approaching 100%
- Market share in home televisions nearly 100%
- No other credible replacement in sight
- This technology will dominate “for the next 20 years.”
- This paper was delivered 15 years ago. The dominant technology was CRT.

SID Display Week 2012

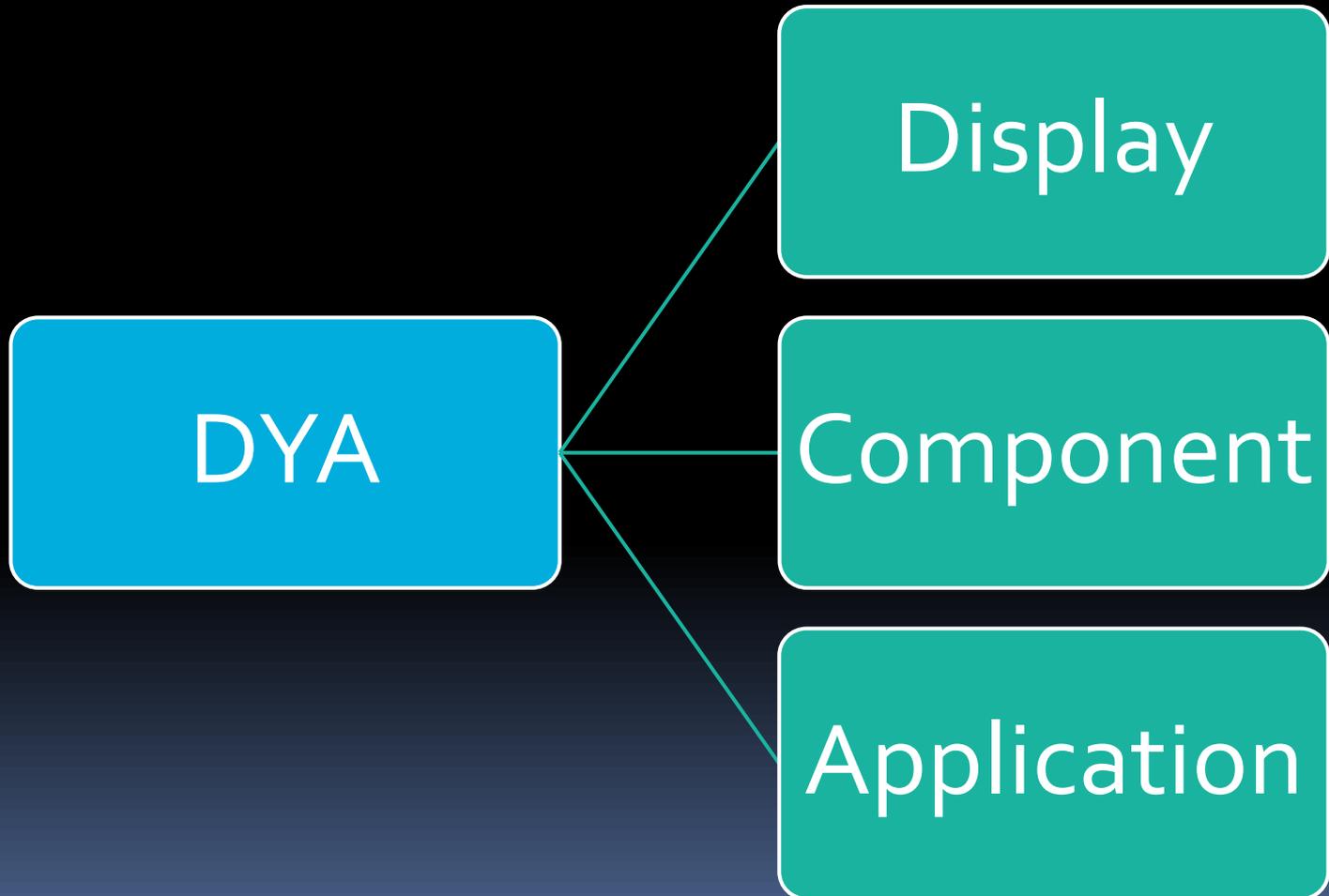
Display
Week
2012



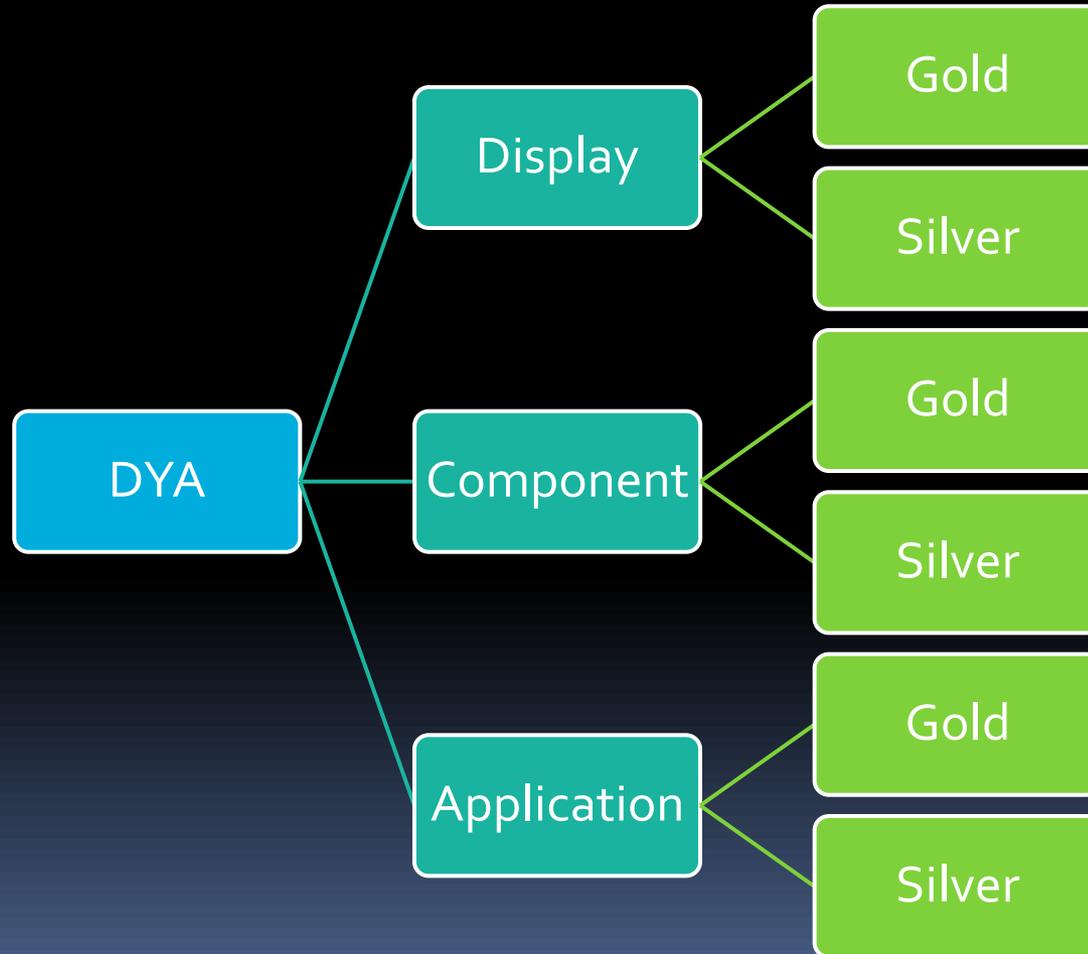
SID Display Week 2012



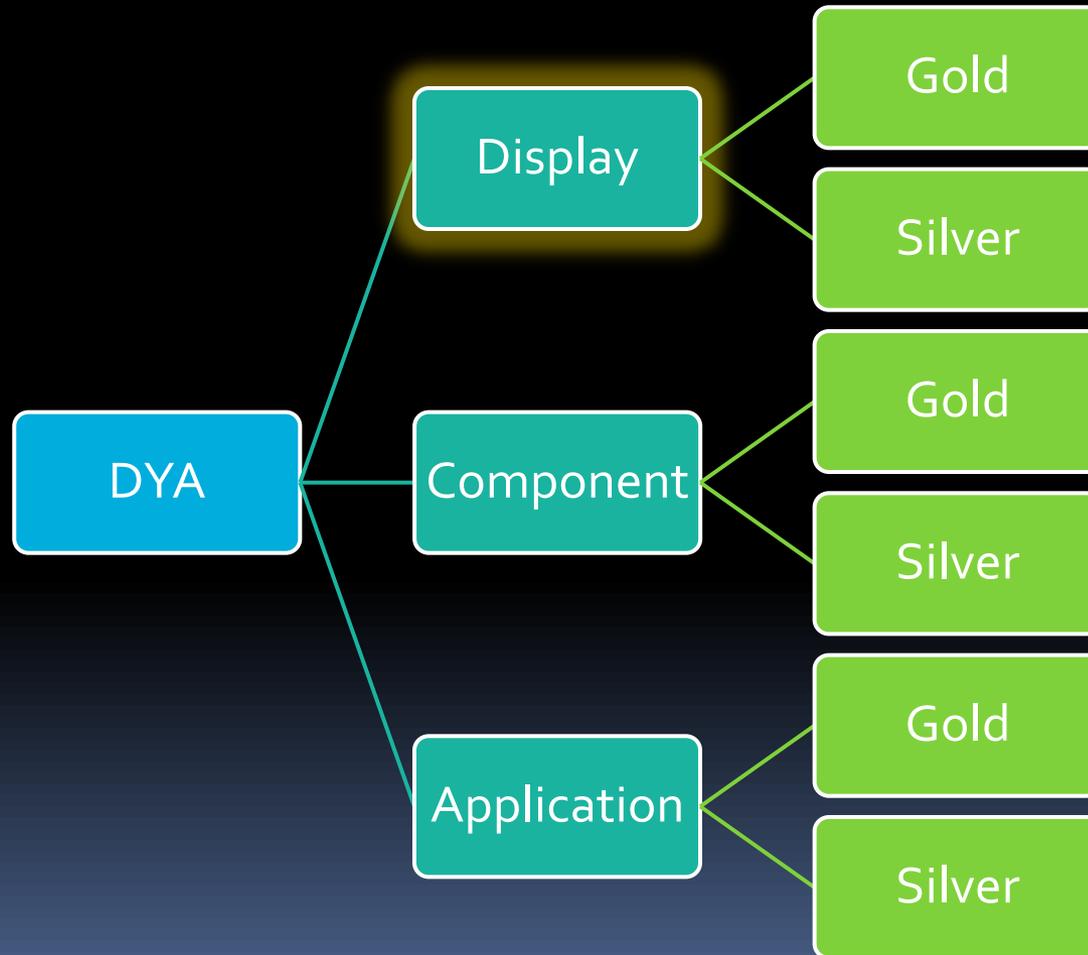
SID Display of the Year 2012



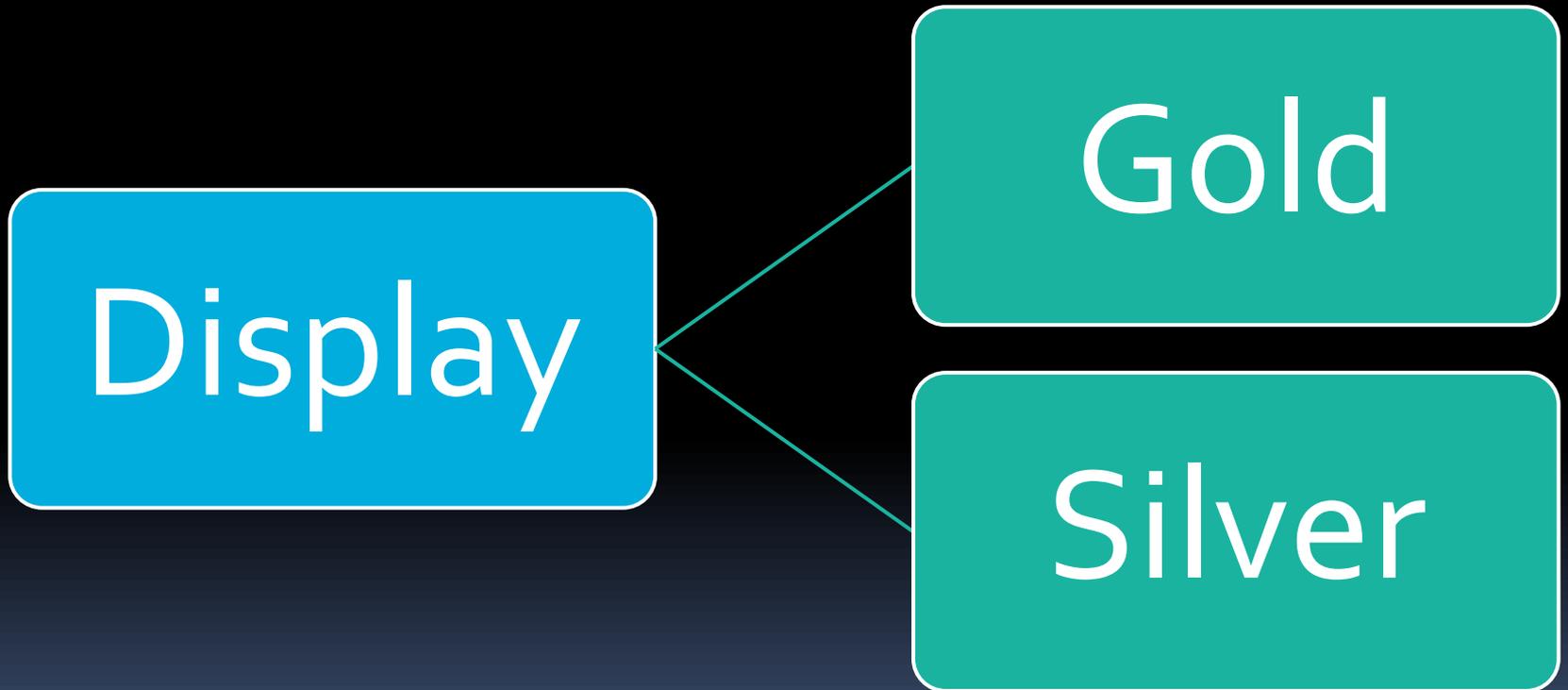
SID Display of the Year 2012



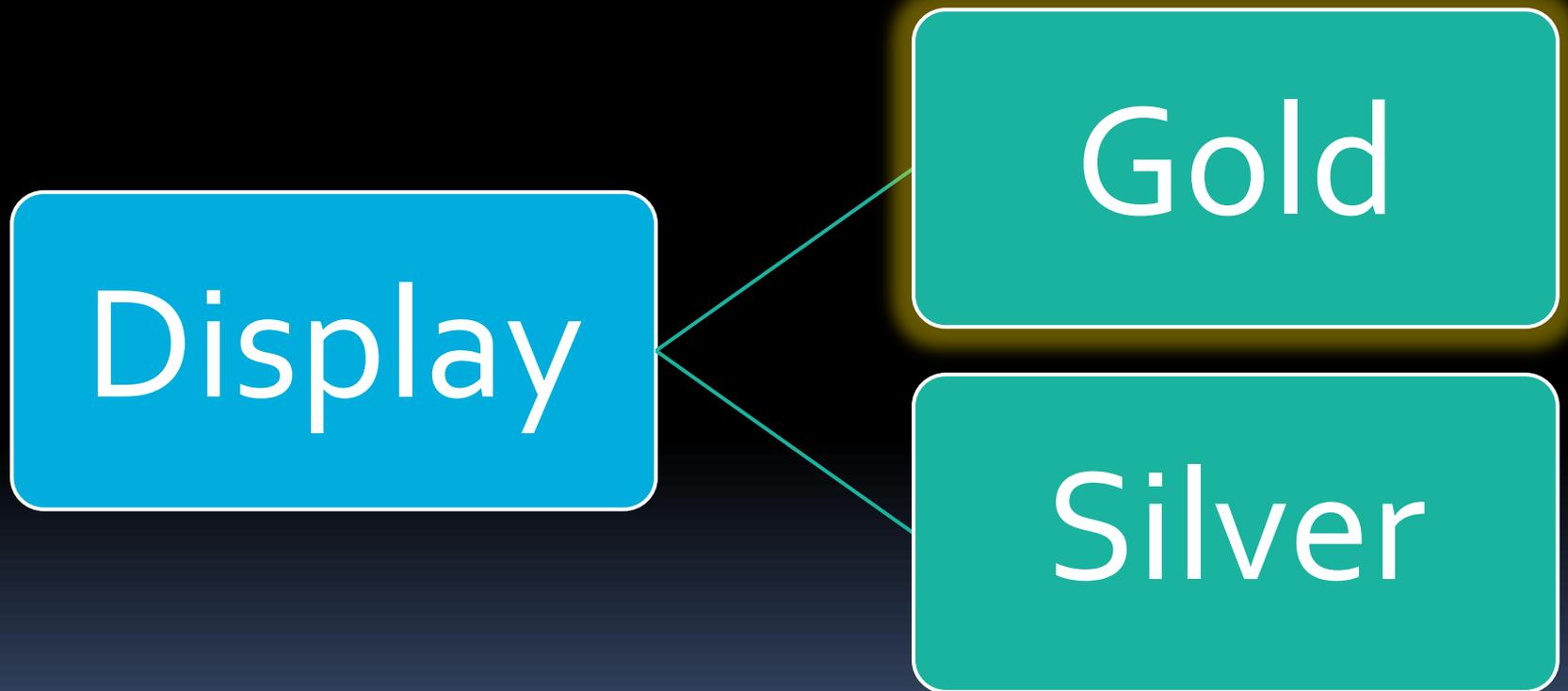
SID Display of the Year 2012



SID Display Week 2012



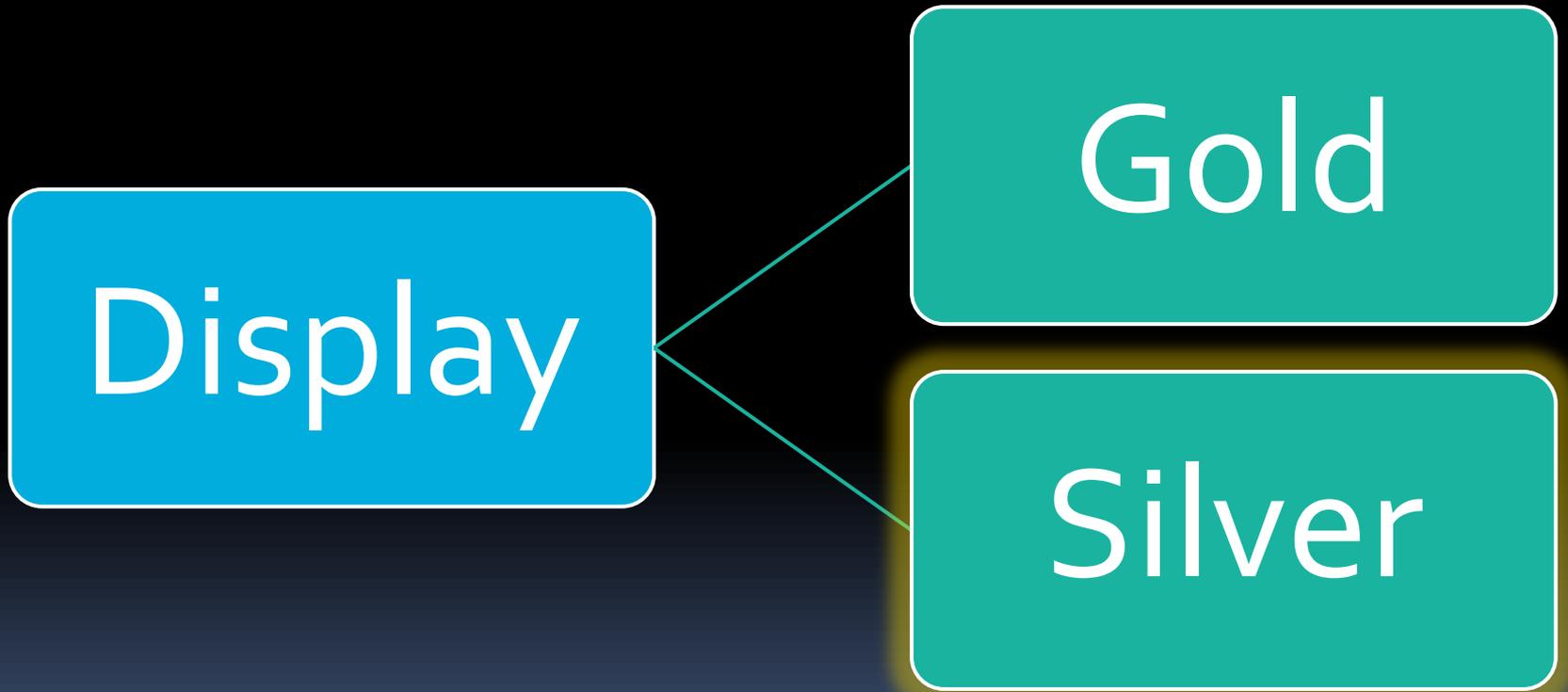
SID Display Week 2012



AU Optronics 55" 4K AS-3D



SID Display Week 2012

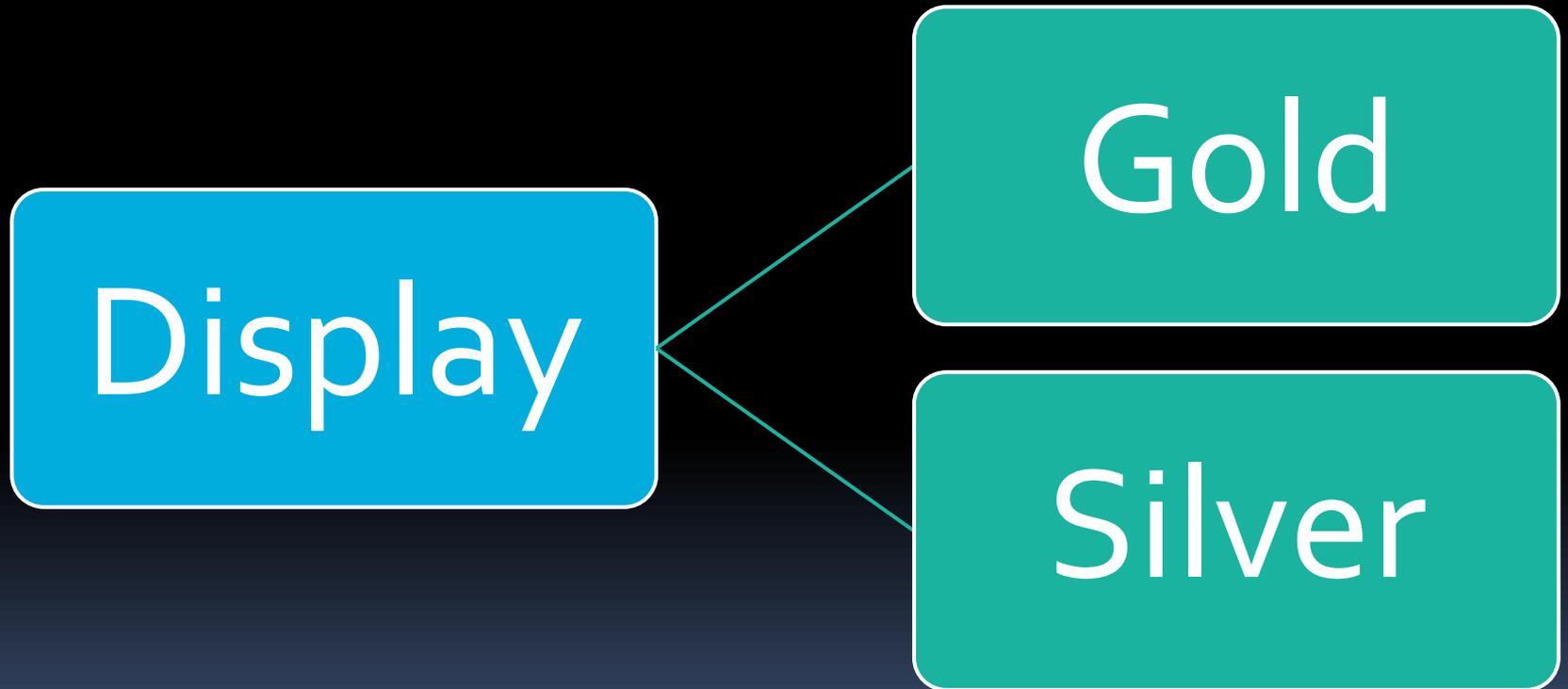


mirasol from Qualcomm

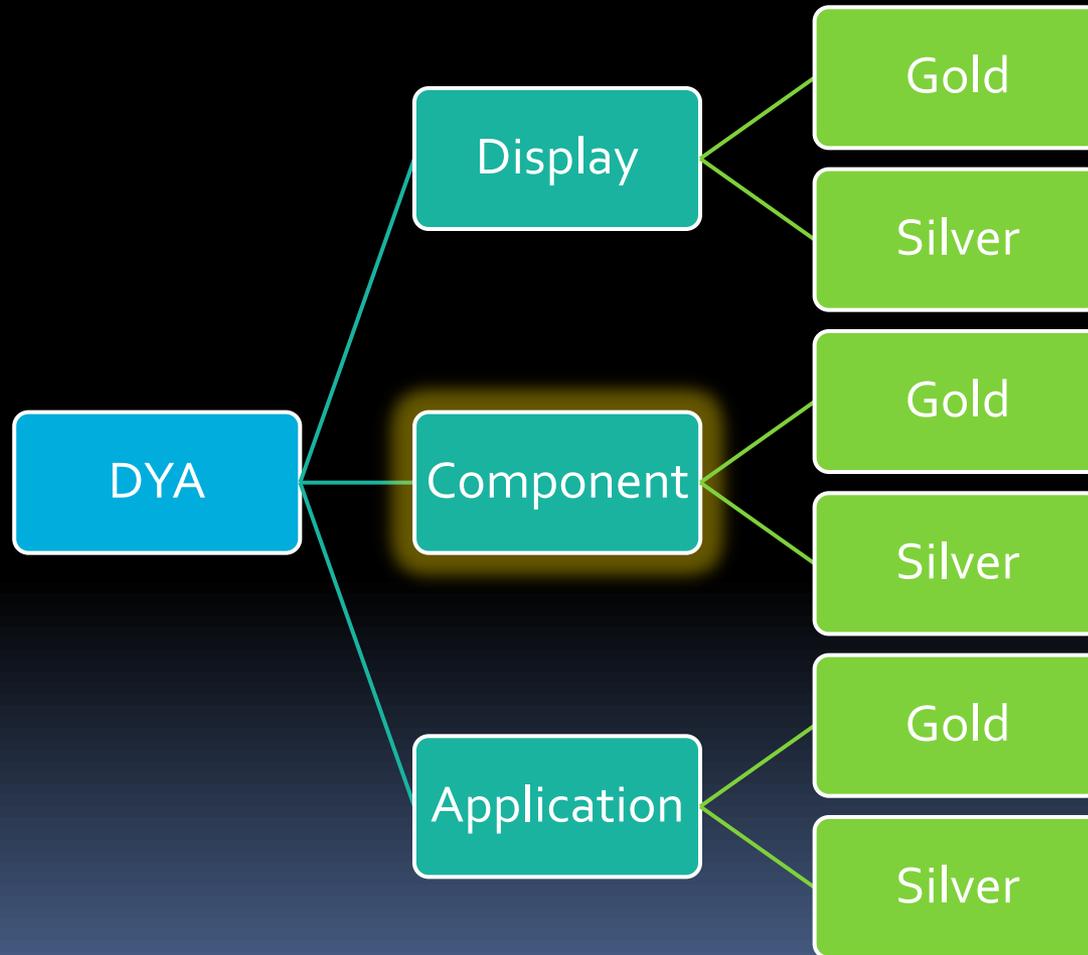
Kyobo e-Reader



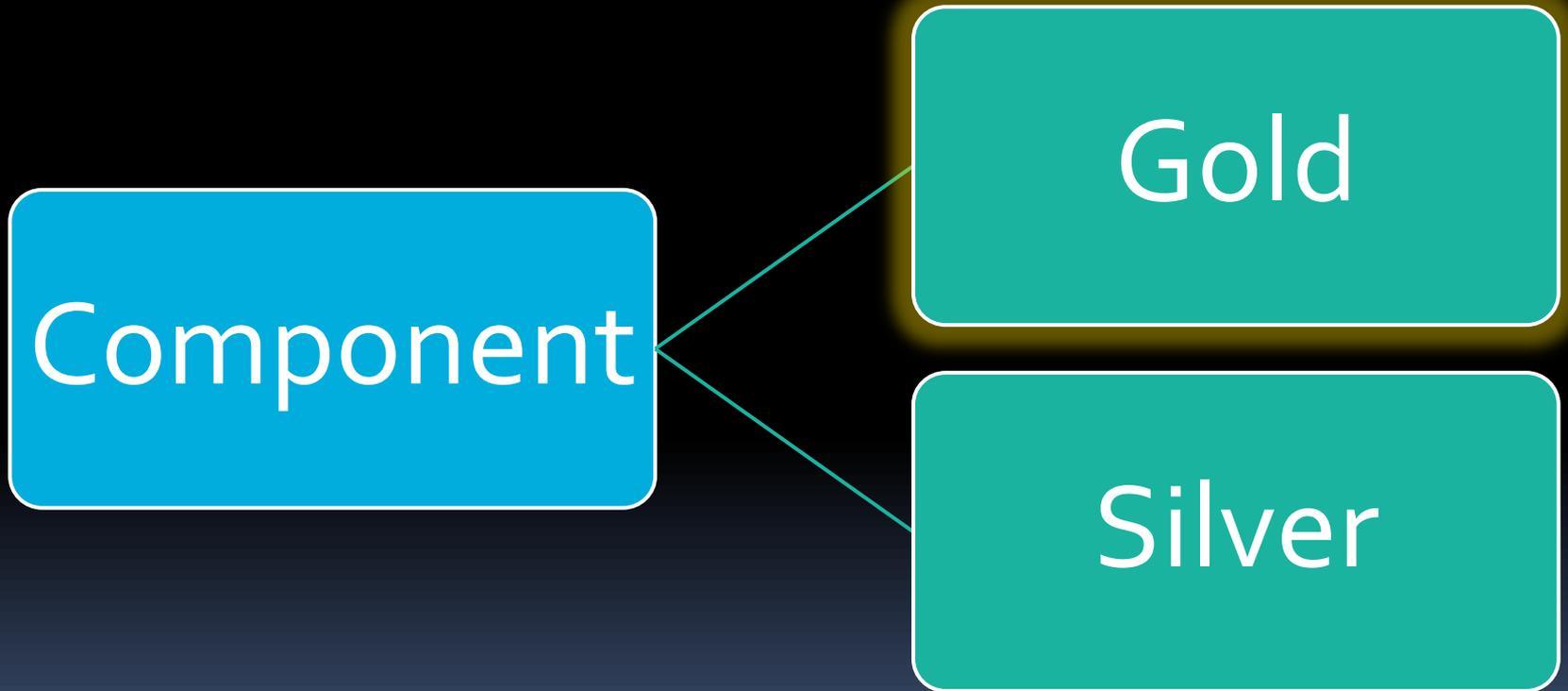
SID Display Week 2012



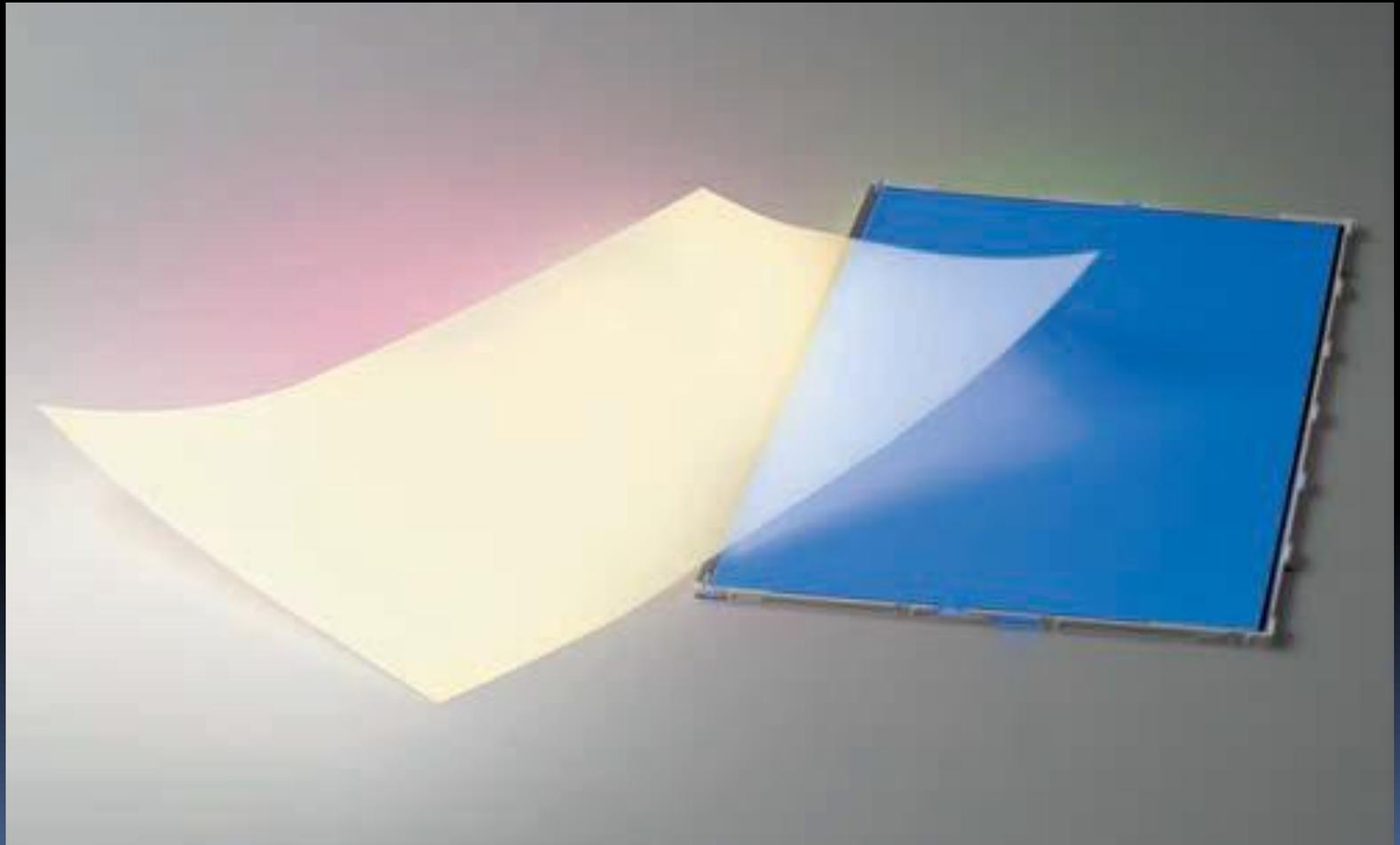
SID Display of the Year 2012



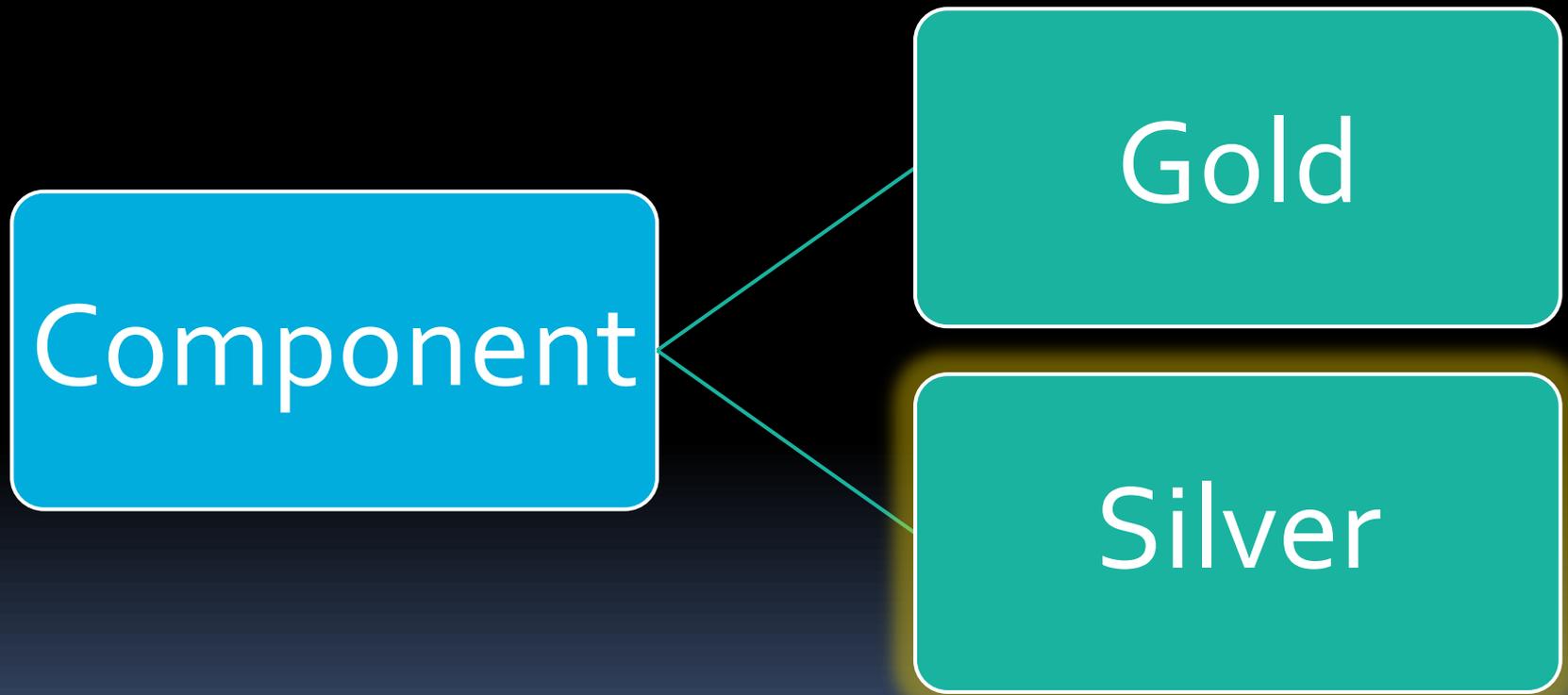
SID Display Week 2012



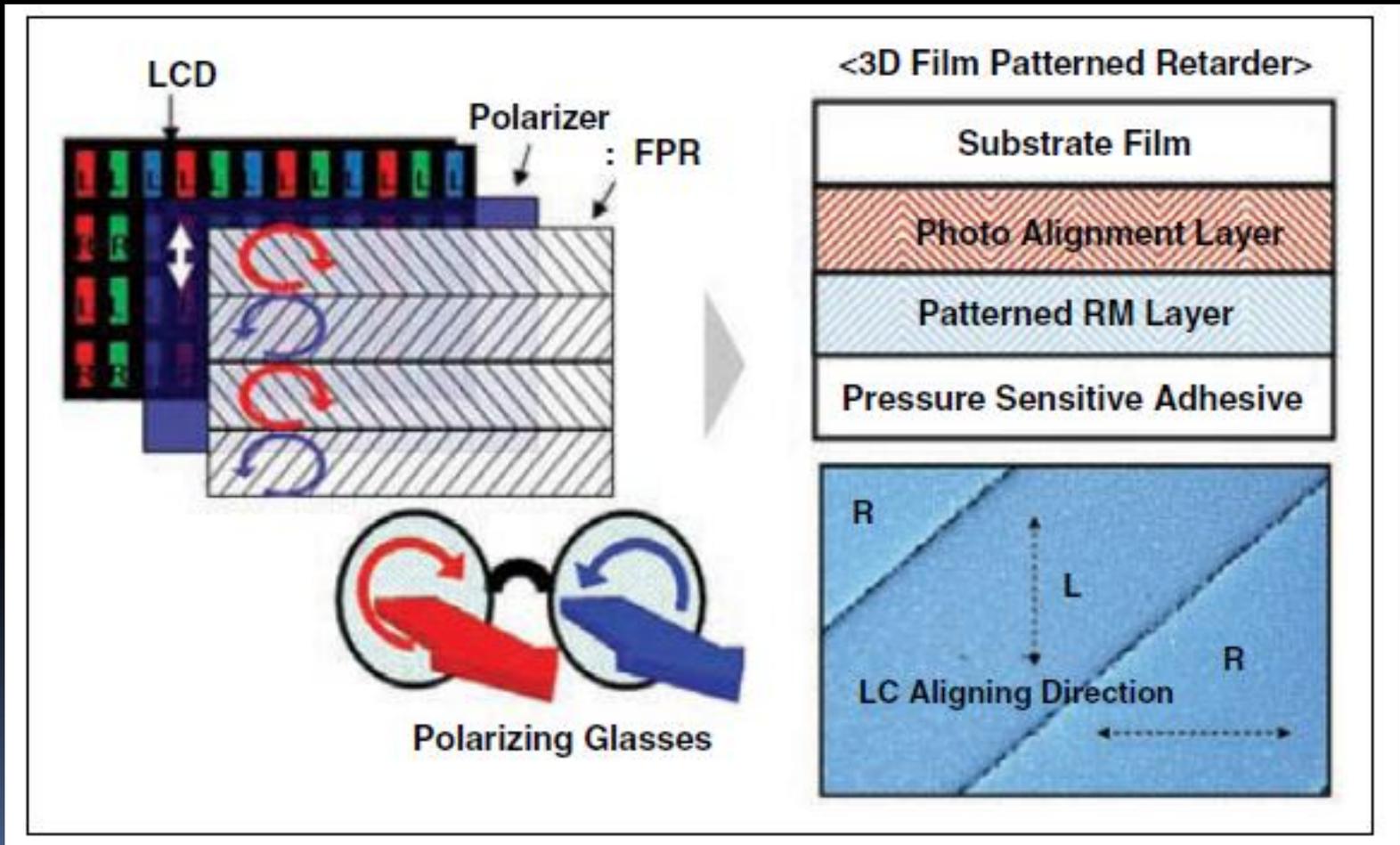
Nanosys Quantum-Dot Enhanced Film



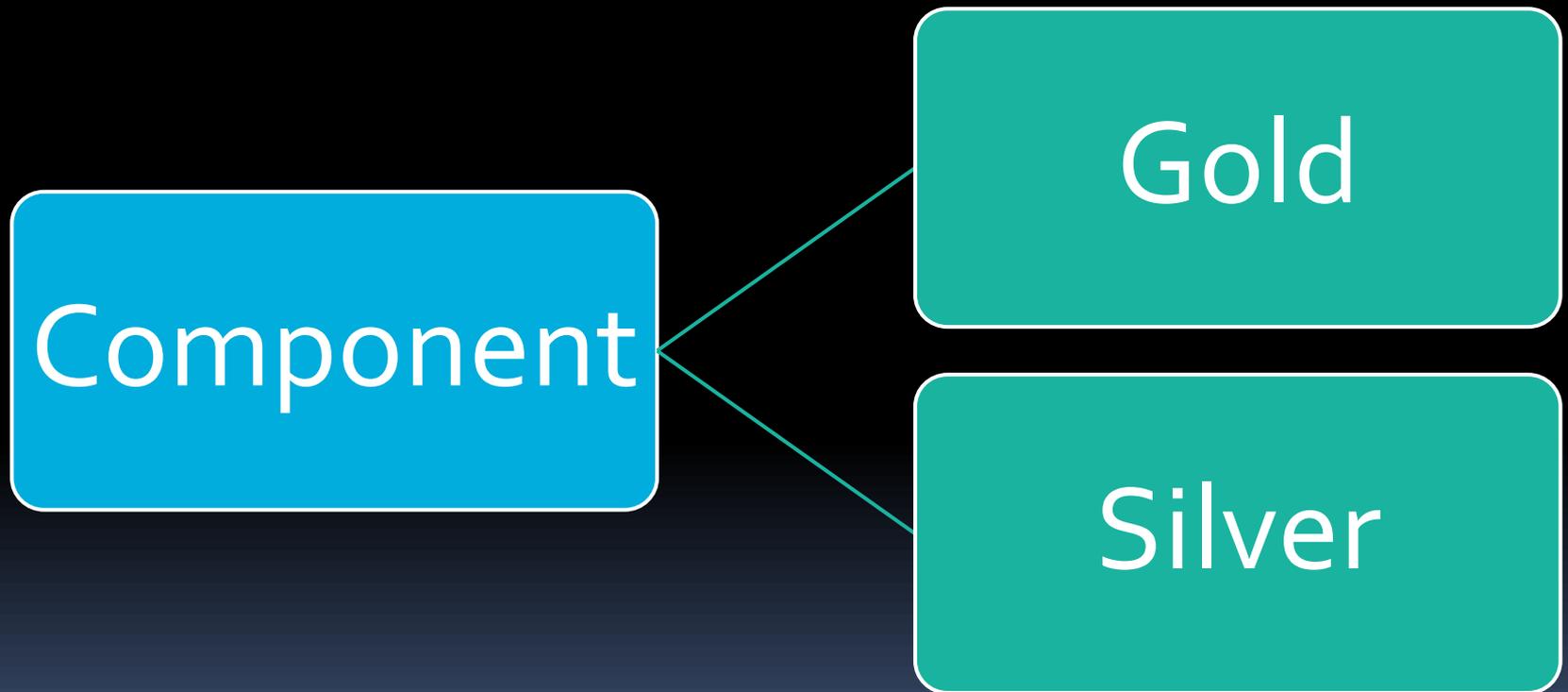
SID Display Week 2012



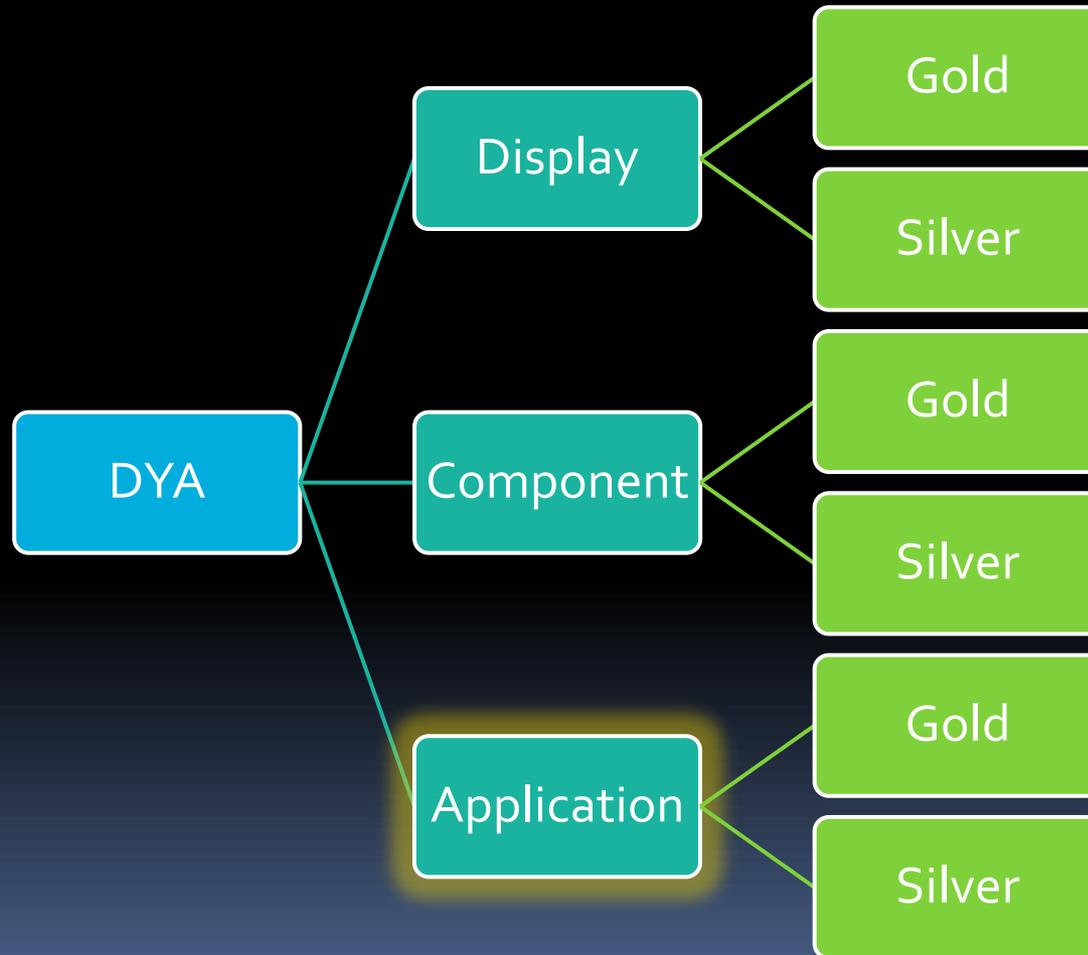
LG Chemical and Merck Patterned Film Retarder



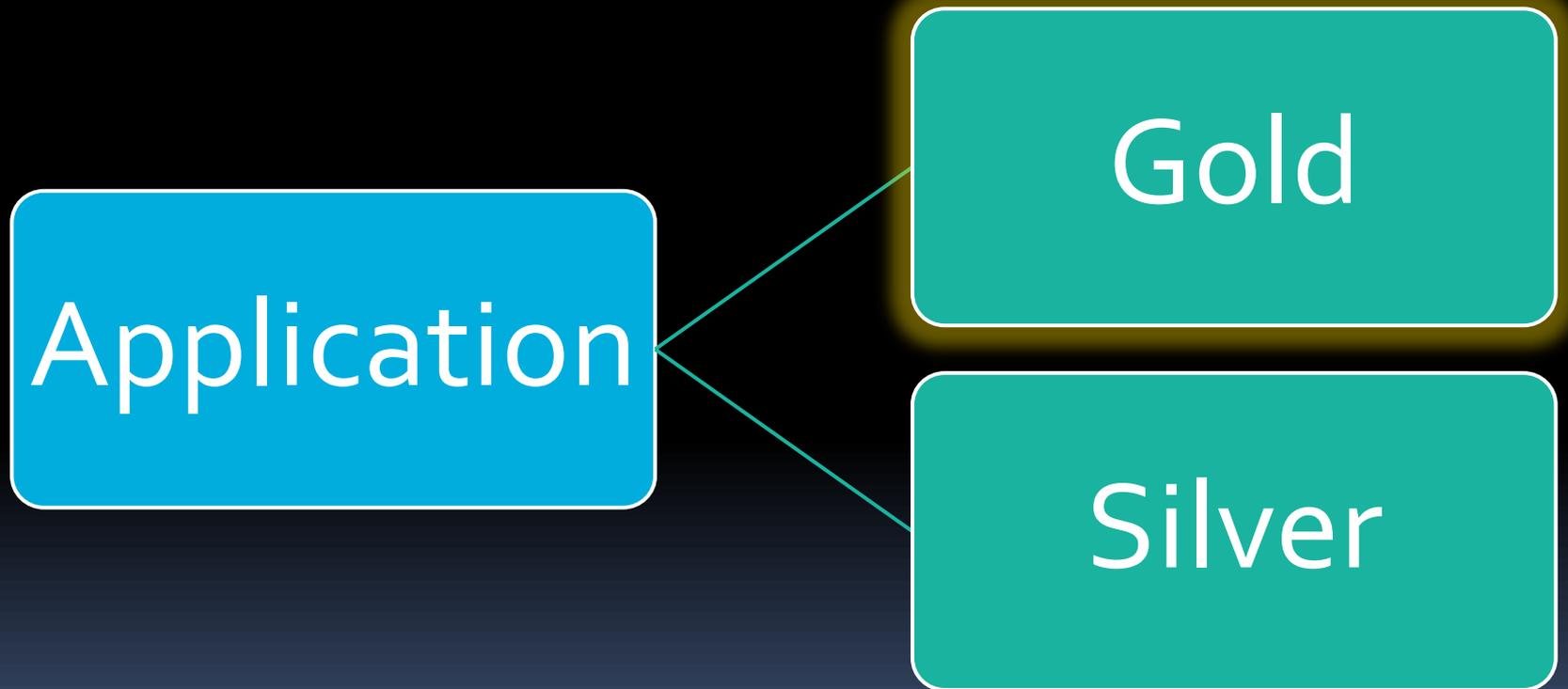
SID Display Week 2012



SID Display of the Year 2012



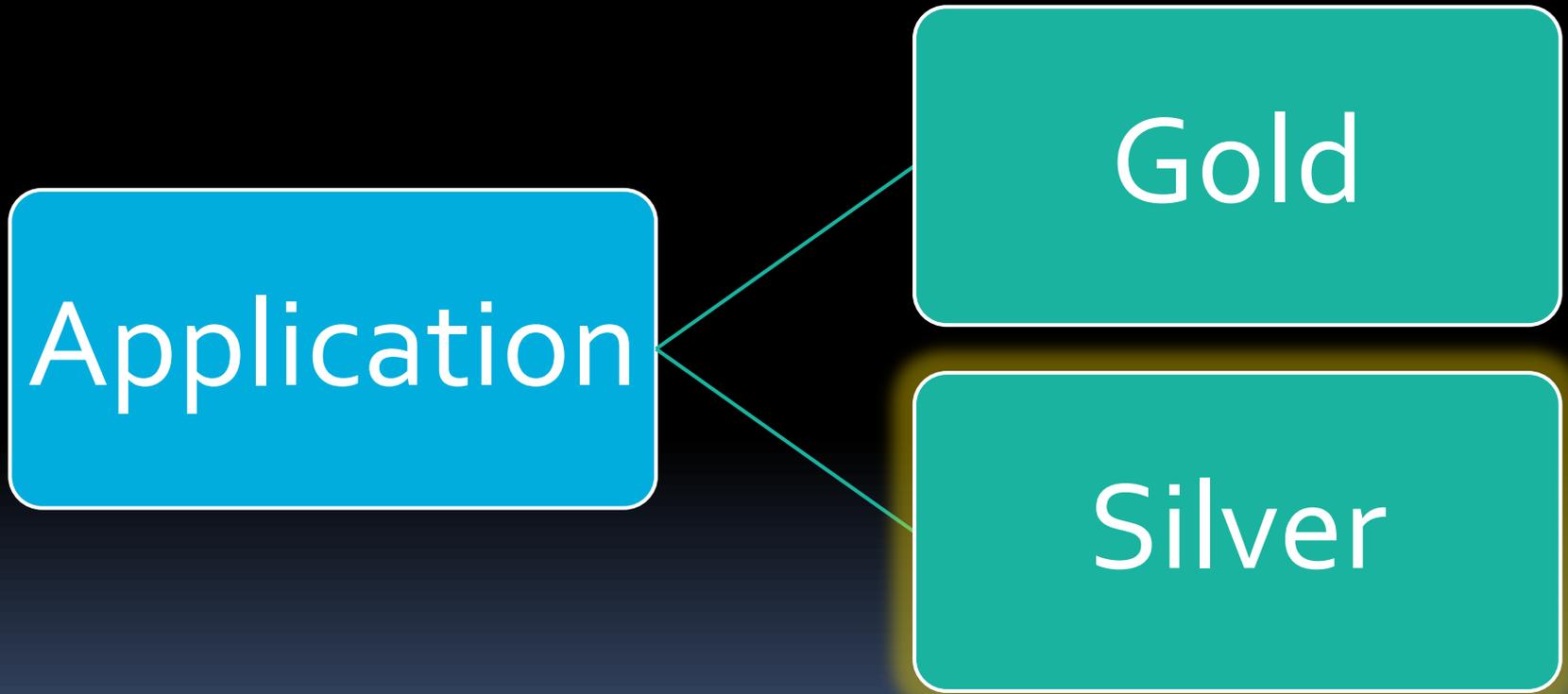
SID Display Week 2012



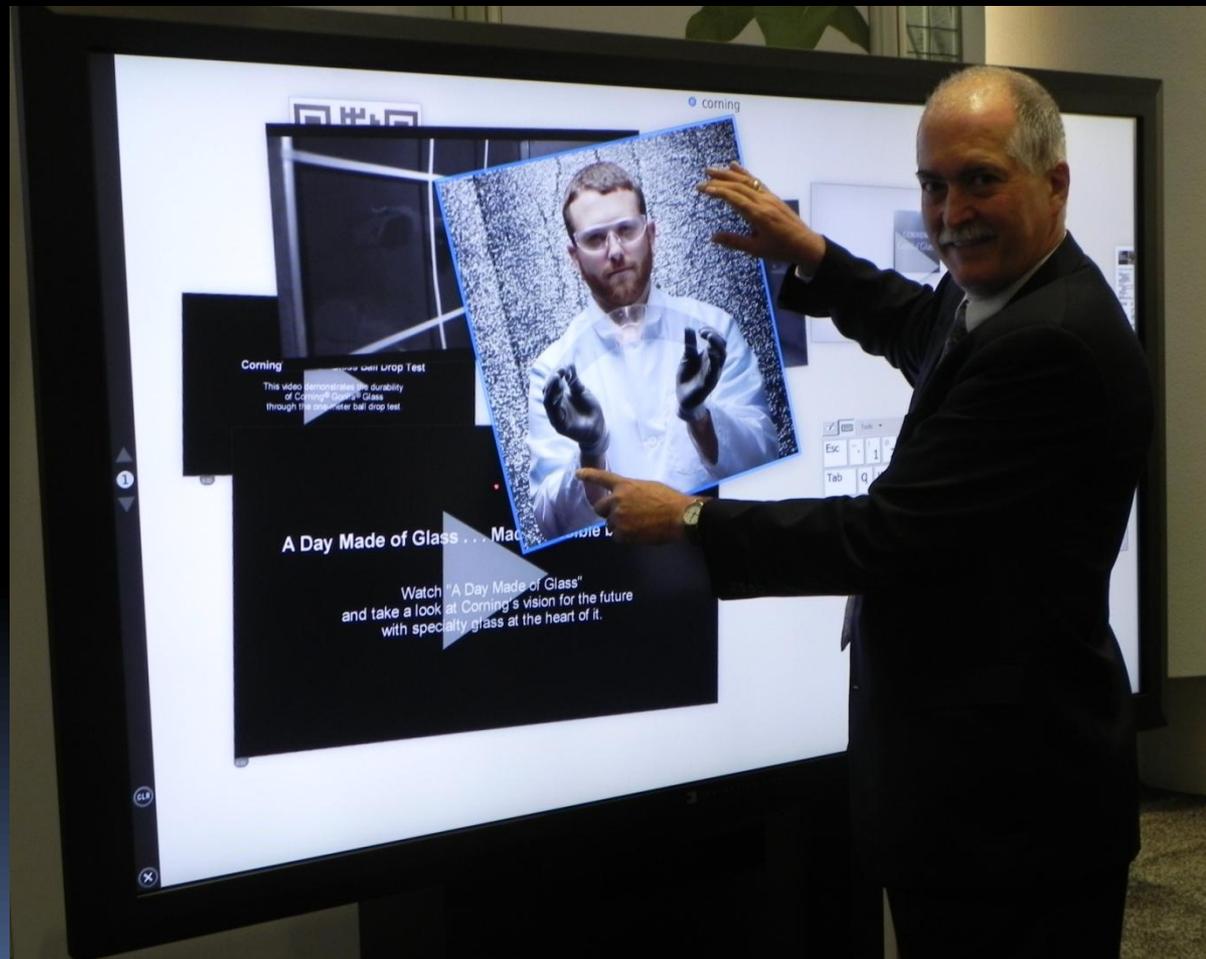
Samsung Galaxy Note



SID Display Week 2012



Perceptive Pixel 82" P-Cap LCD



Five “Best of Show” Awards

- Dimenco 23” eye-tracking AS-3D switchable display, and 56” multi-view AS-3D
- Fraunhofer IPMS/COMEDD AMOLED microdisplay with integrated photosensors
- Ocular LCD 17” Crystal Touch with 16 simultaneous touch p-cap
- 55” OLED 3DTVs from both LG and Samsung

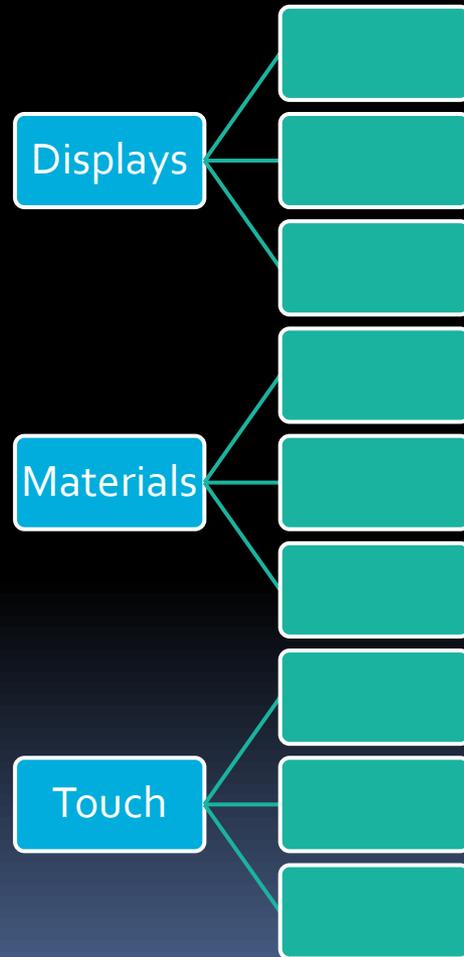
My Top Picks for DW 2012

Displays

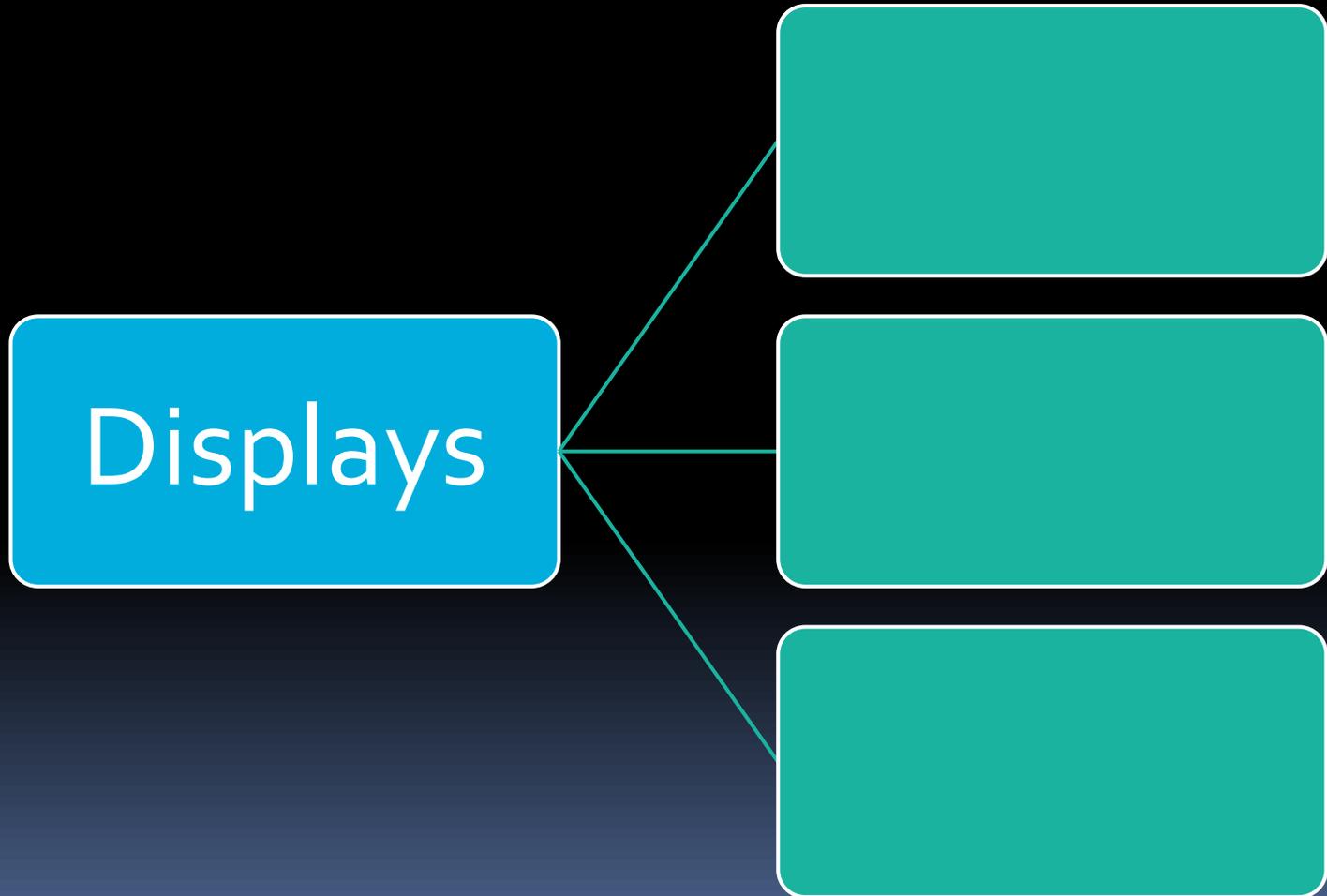
Materials

Touch

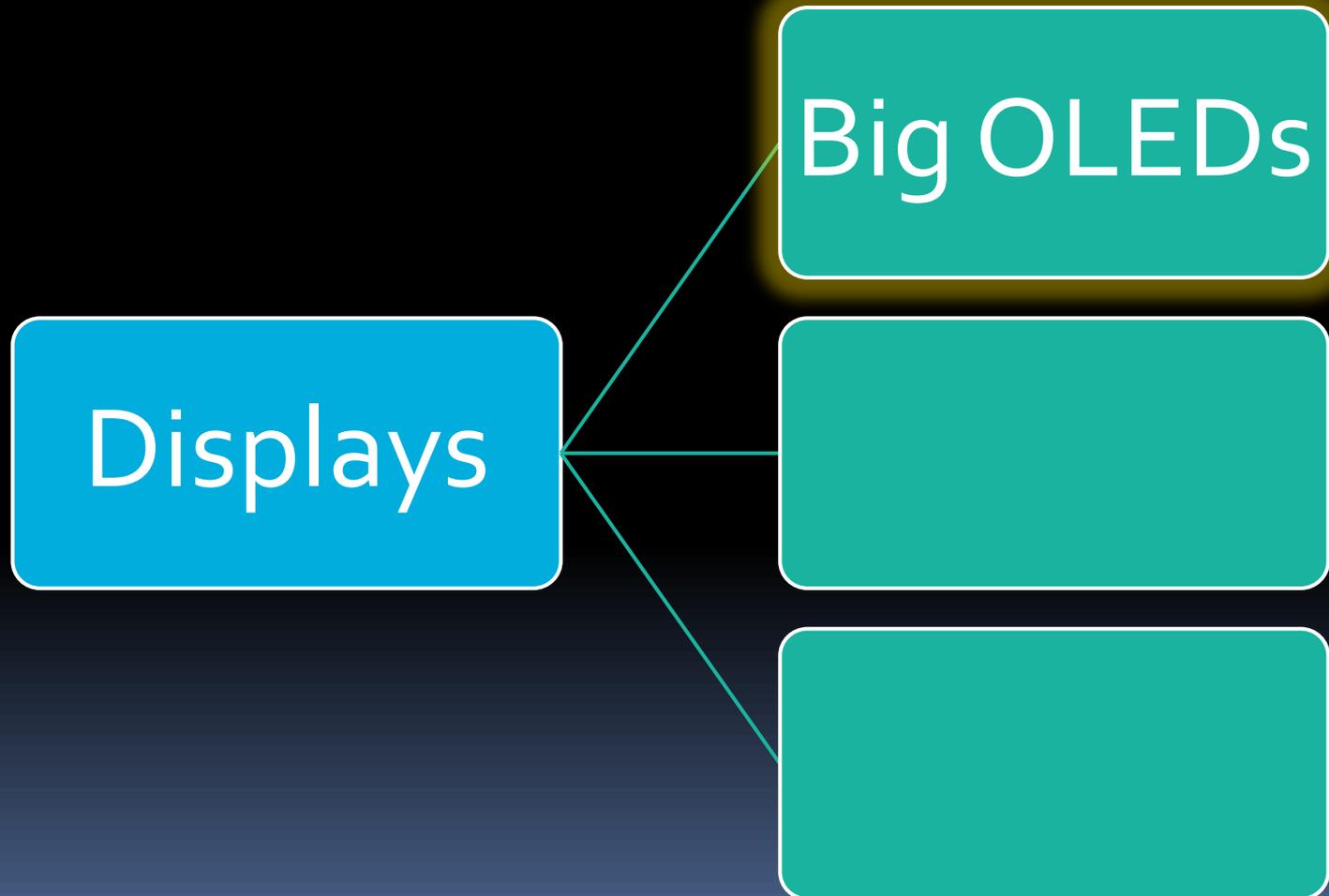
My Top Picks for DW 2012



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My Top Picks for DW 2012



55" OLED 3DTVs

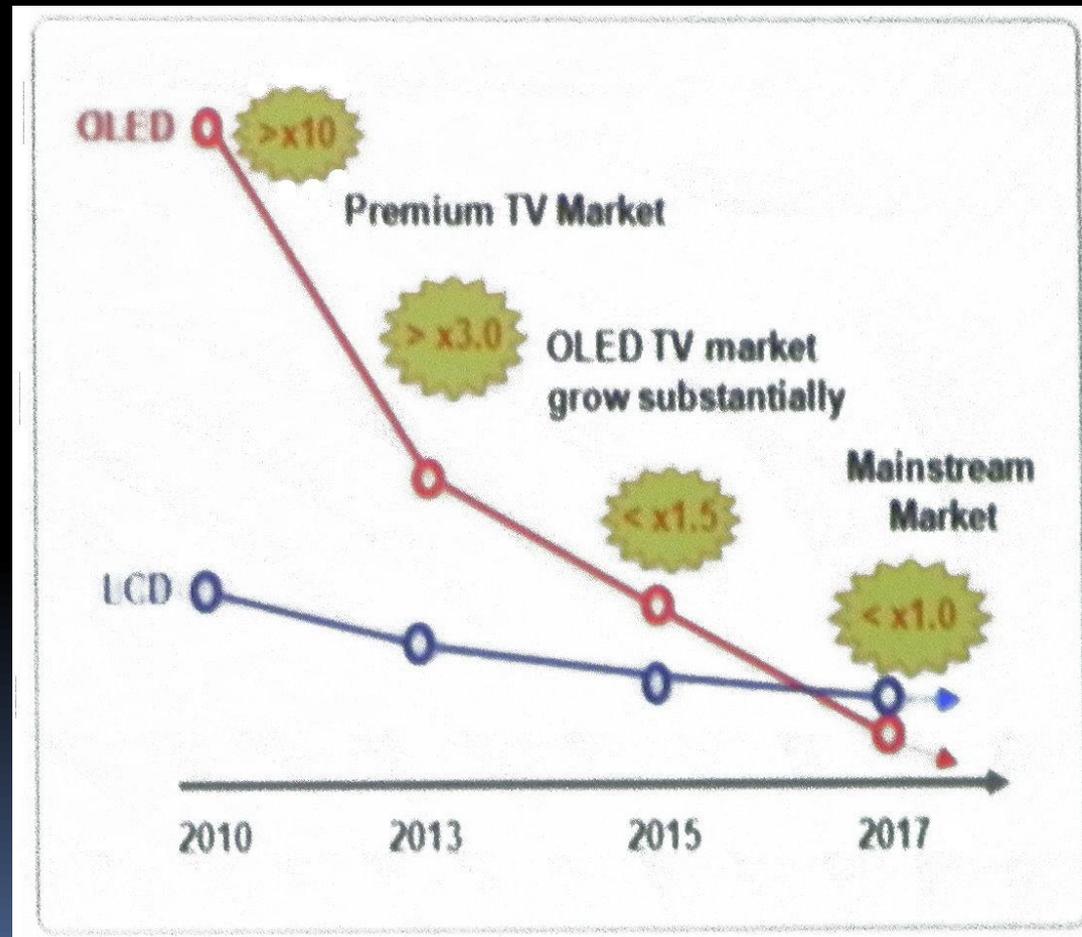
LG



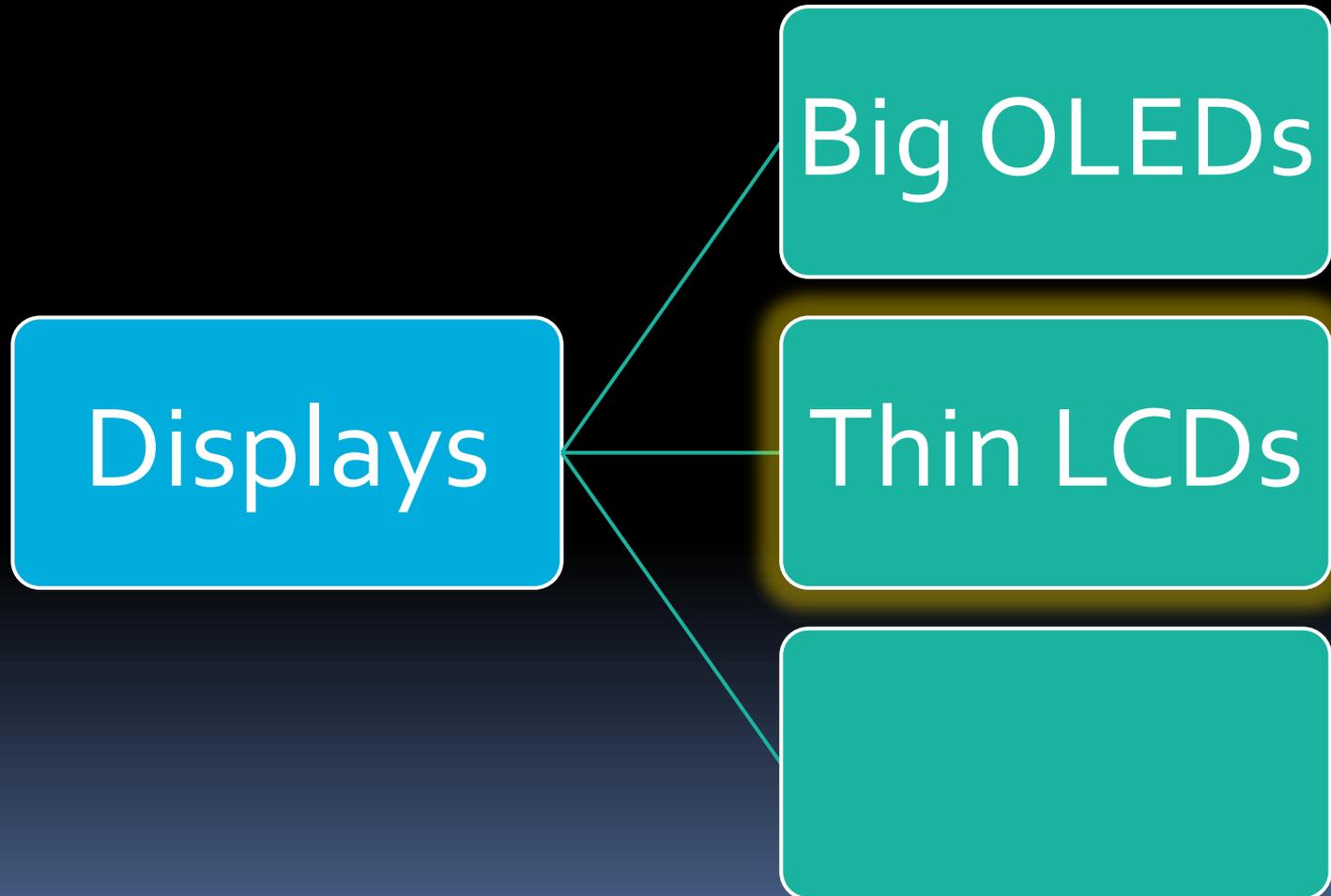
Samsung



Consumers Don't Care about Technology



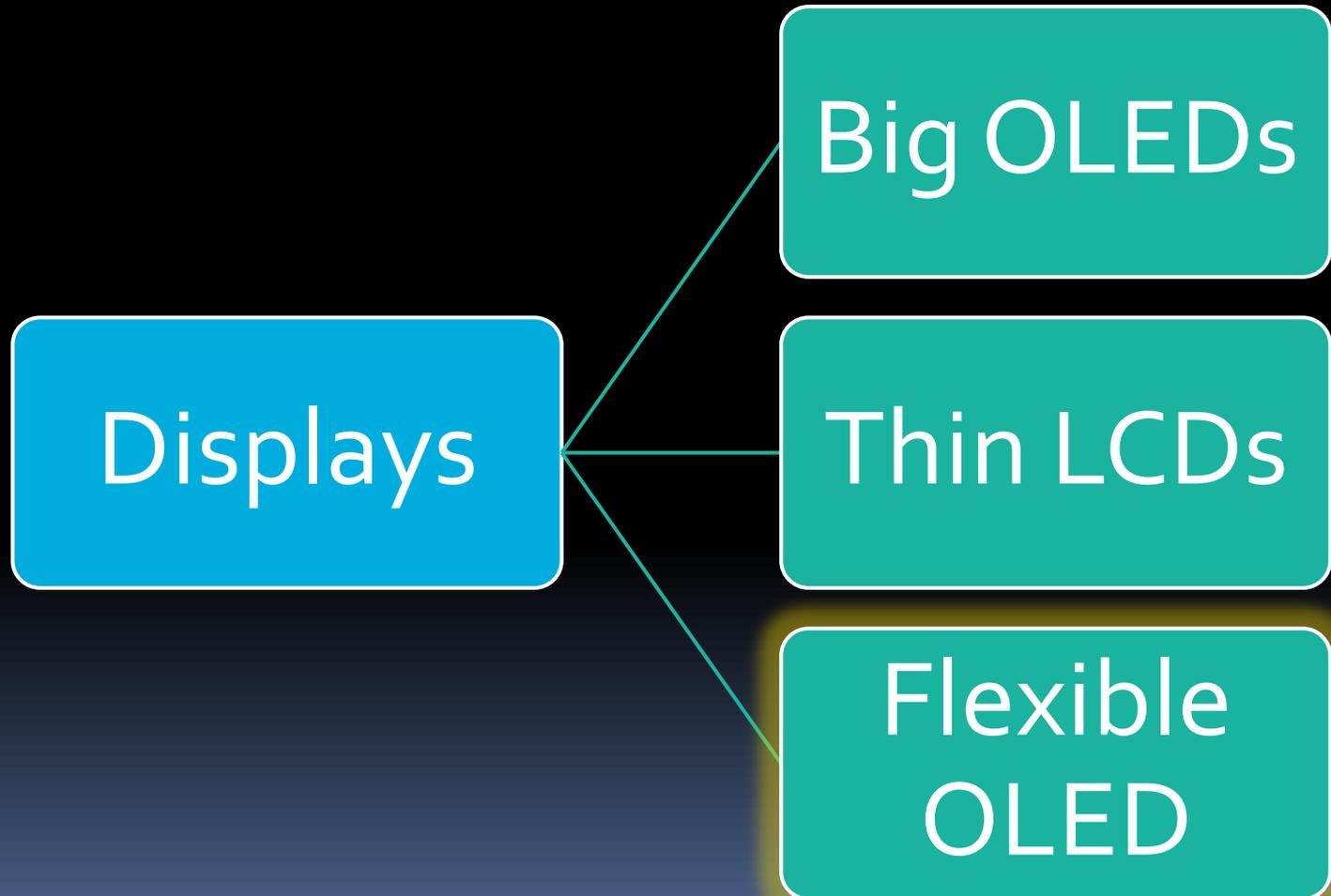
My Top Picks for DW 2012



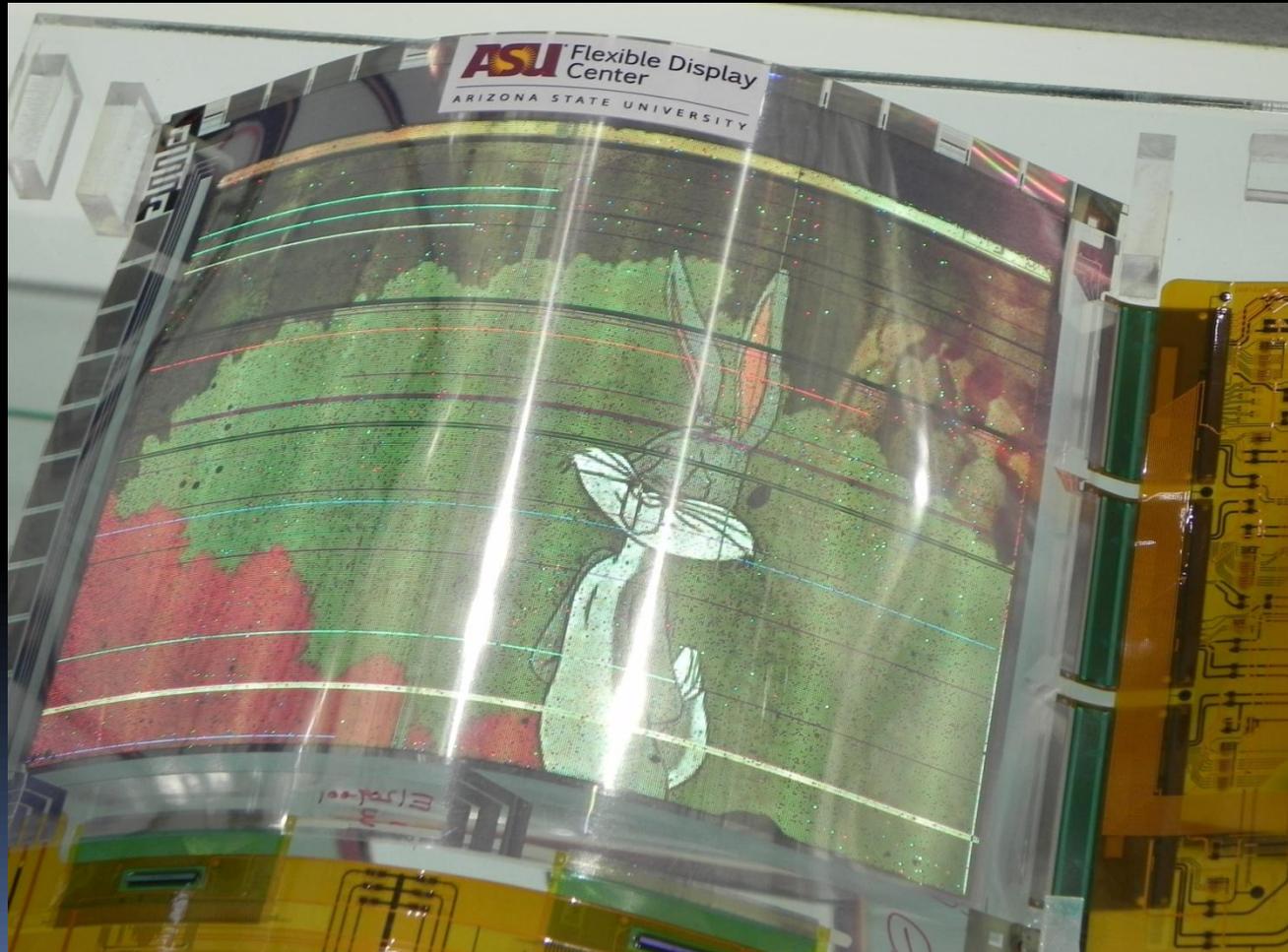
LG 4.5" LCD 0.99 mm, 329 ppi



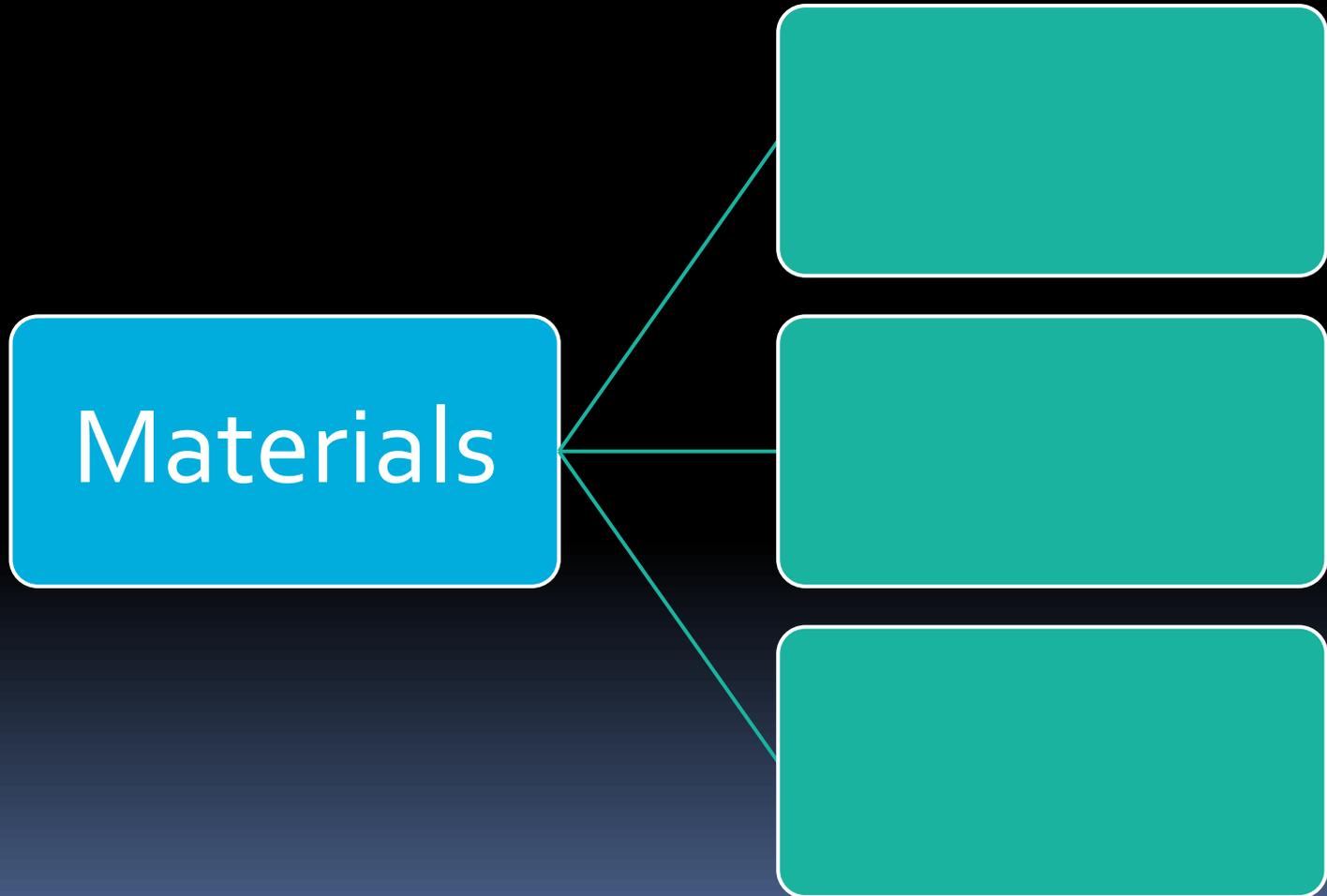
My Top Picks for DW 2012



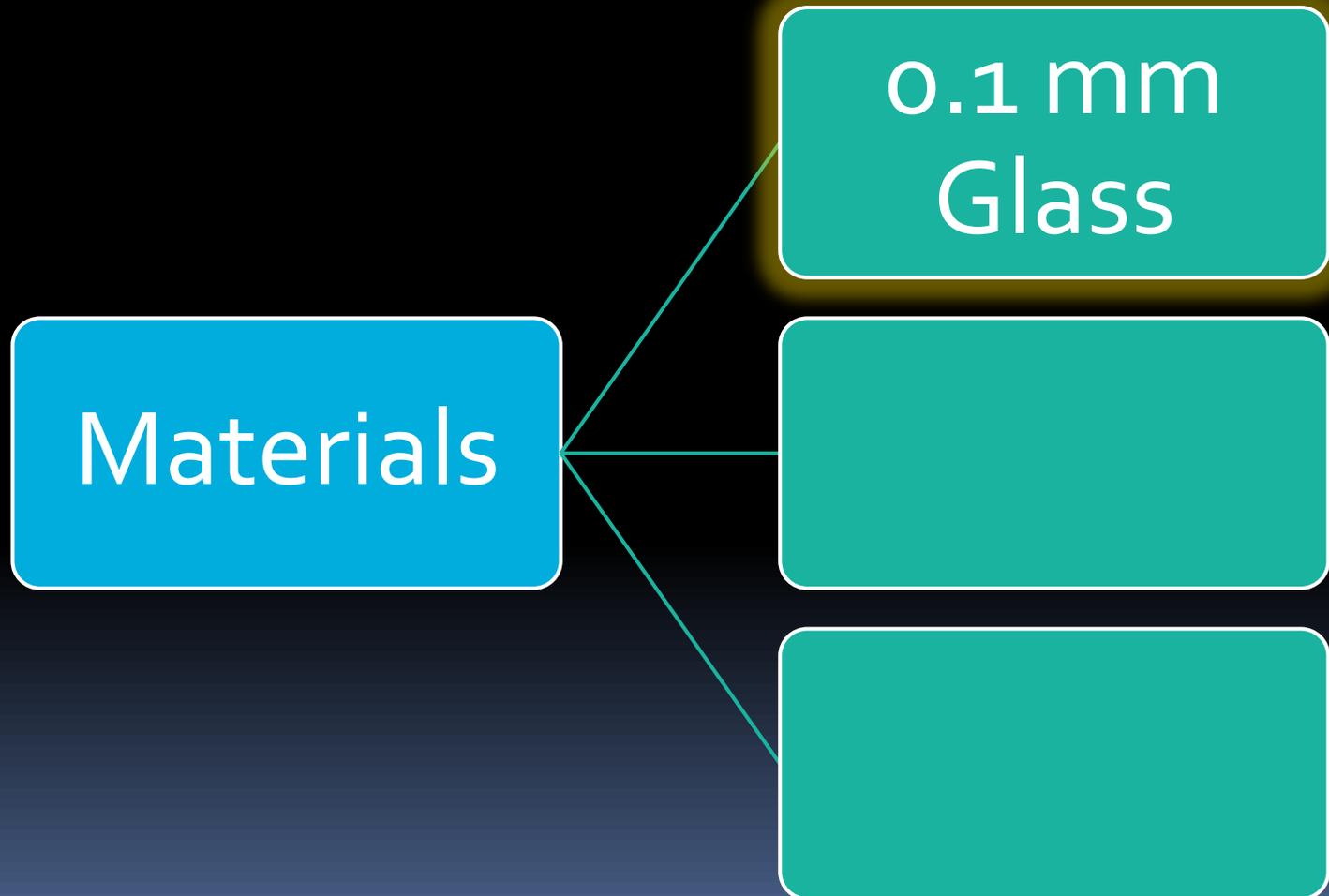
Flexible Display Center AMOLED



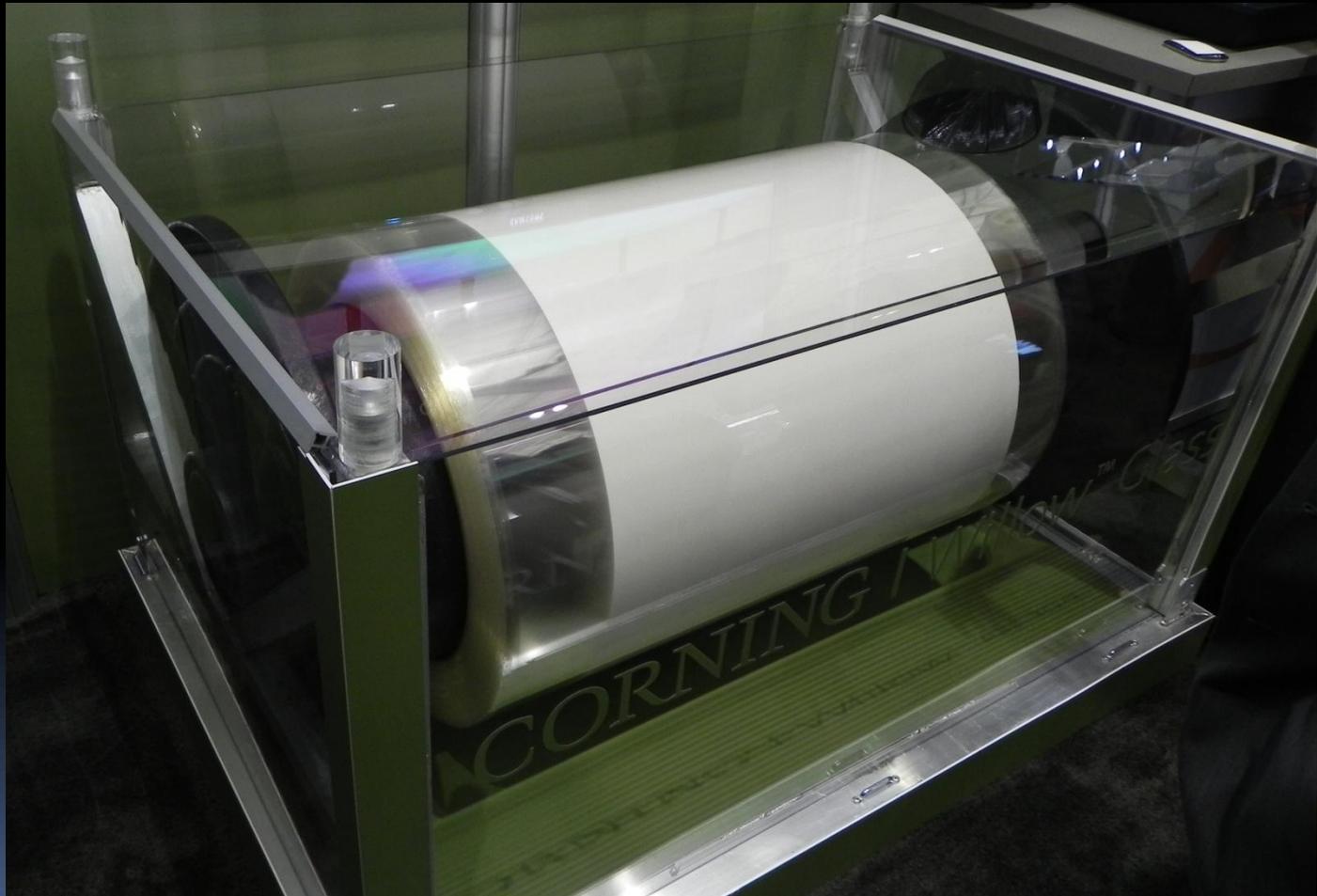
My Top Picks for DW 2012



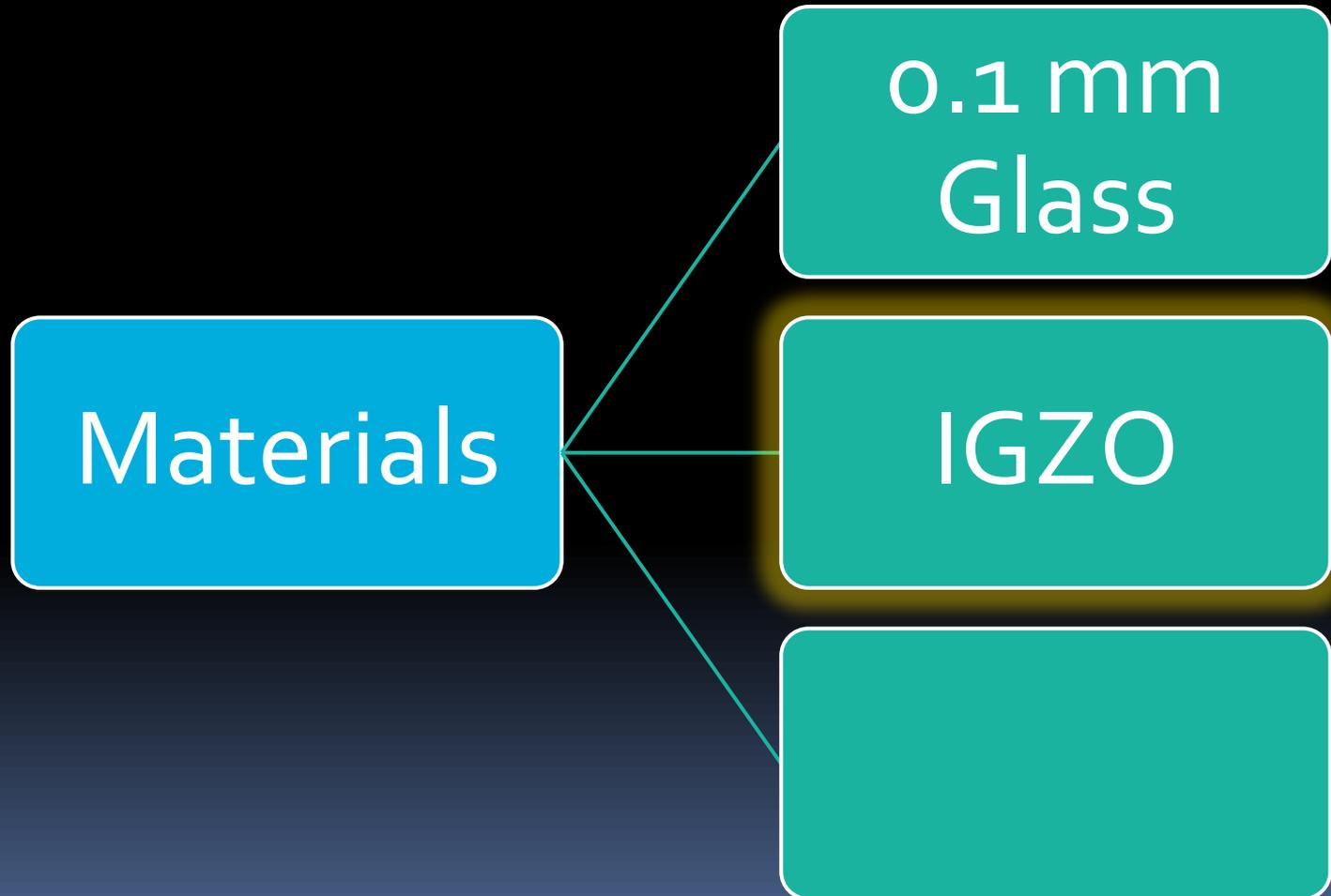
My Top Picks for DW 2012



0.1 mm Display Glass



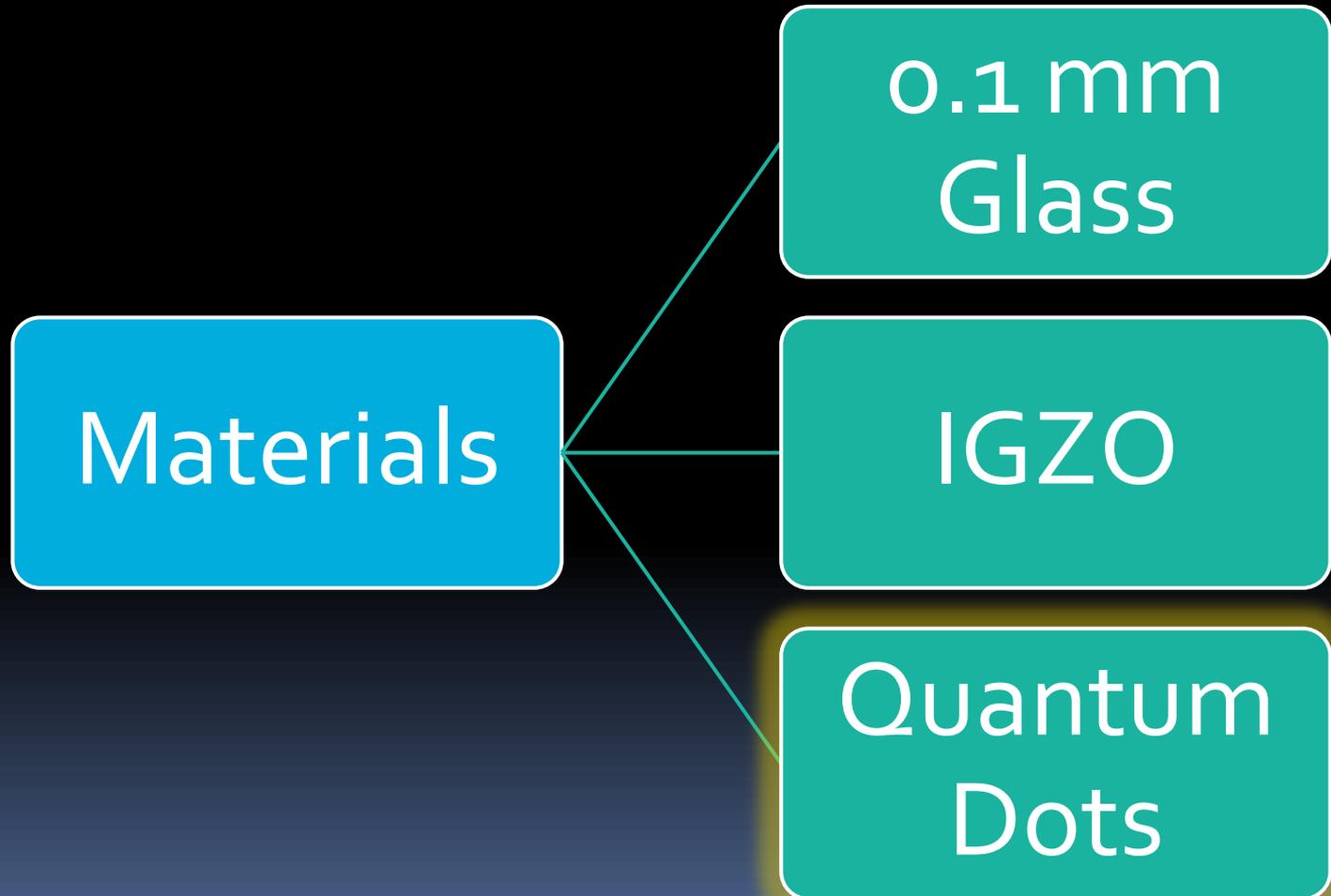
My Top Picks for DW 2012



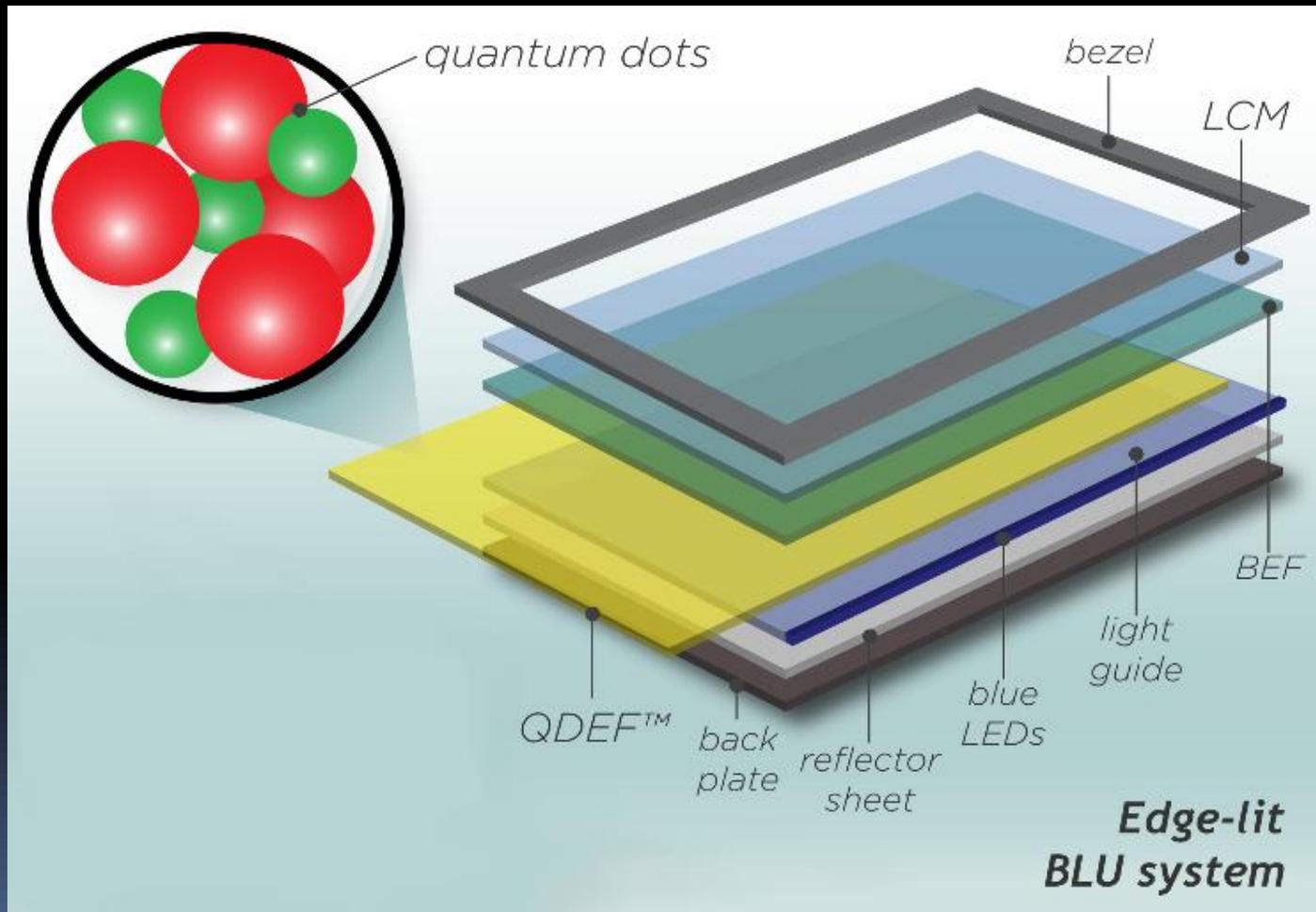
Sharp 13.5" IGZO LCD: 326 ppi



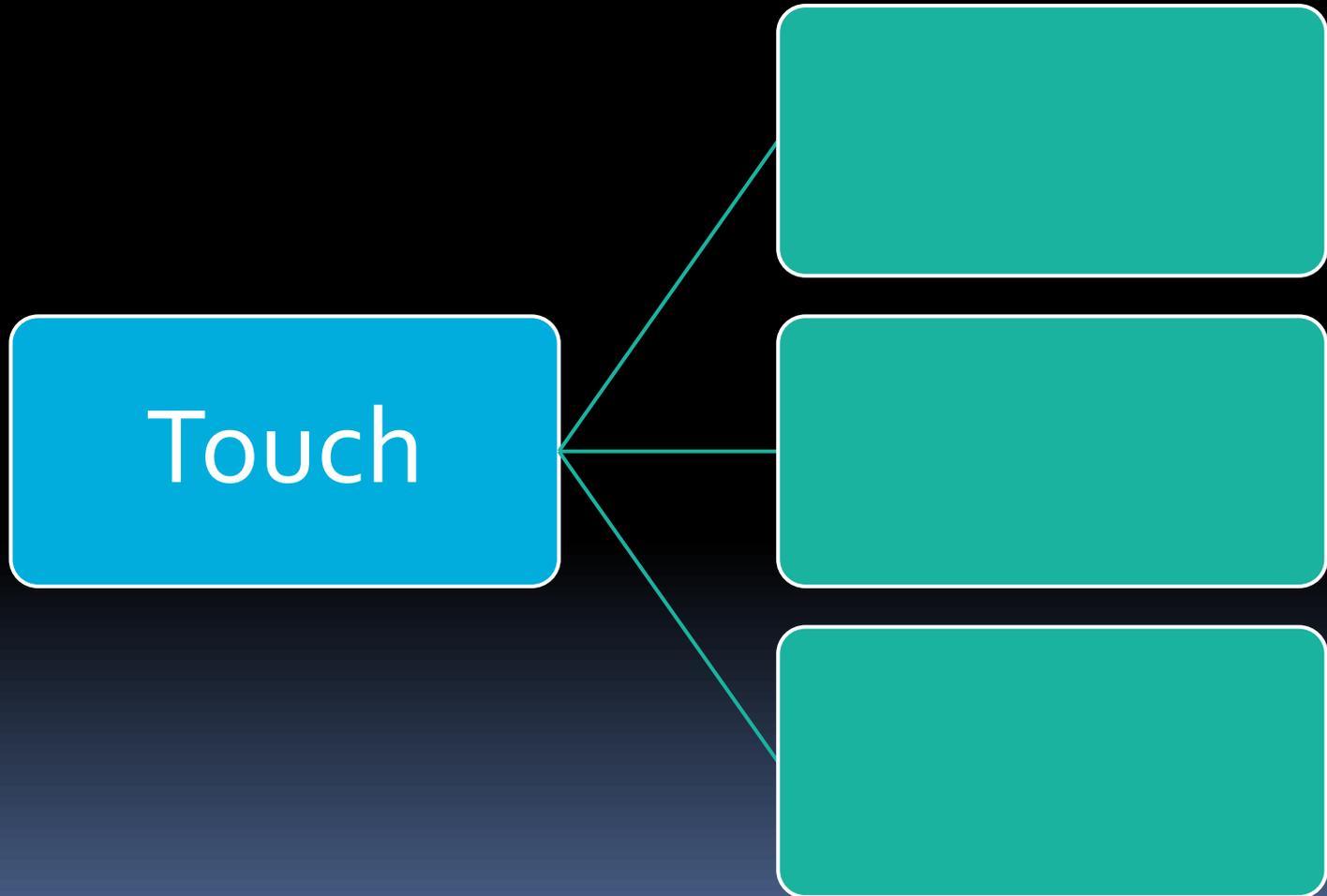
My Top Picks for DW 2012



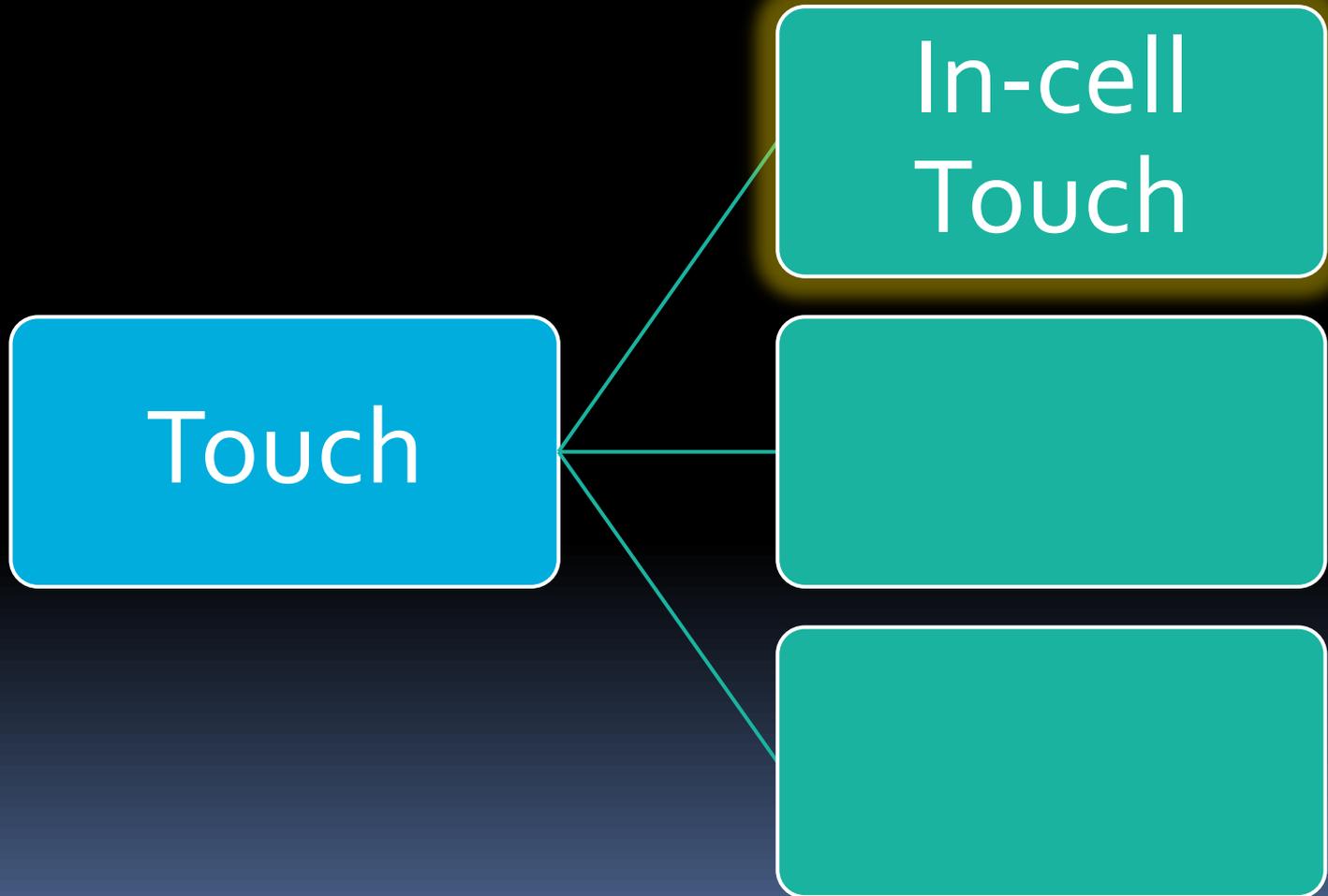
Nanosys Quantum-Dot Film



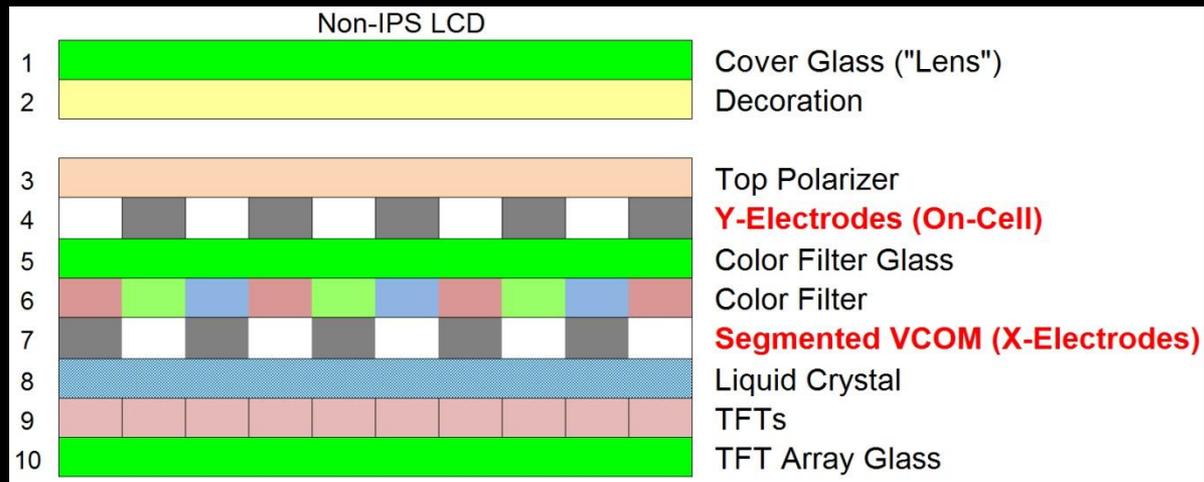
My Top Picks for DW 2012



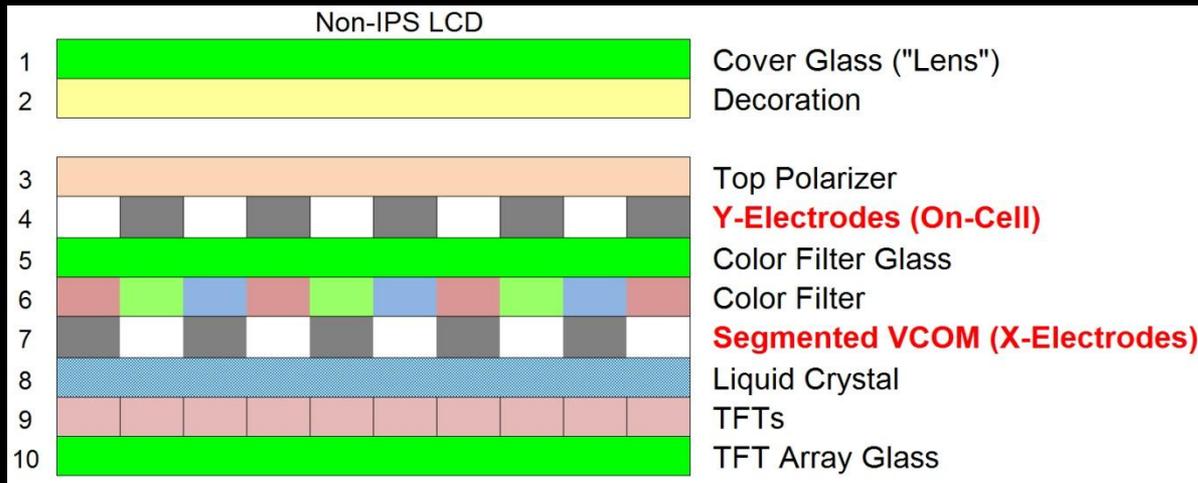
My Top Picks for DW 2012



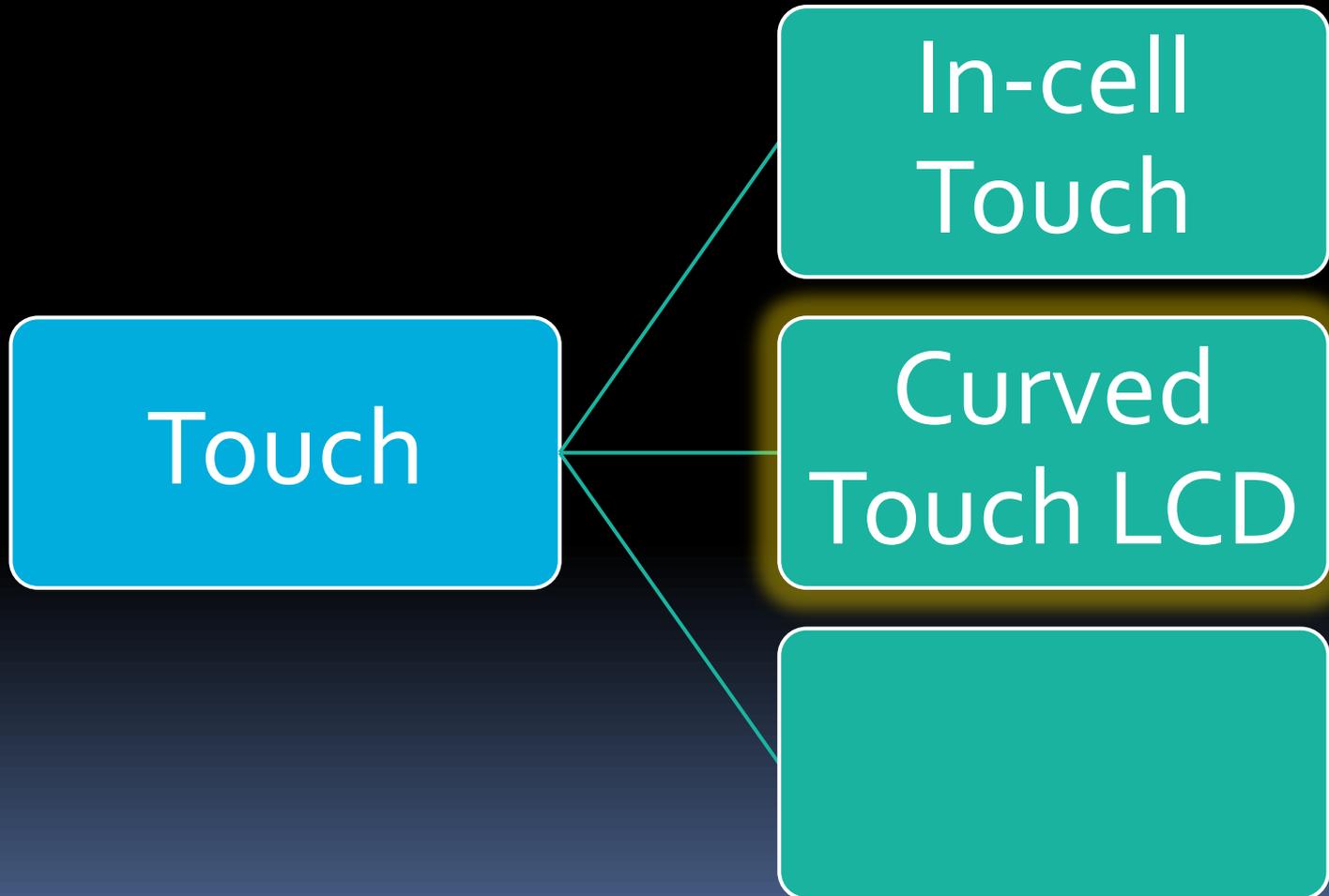
Hybrid "In-Cell" P-Cap Touch



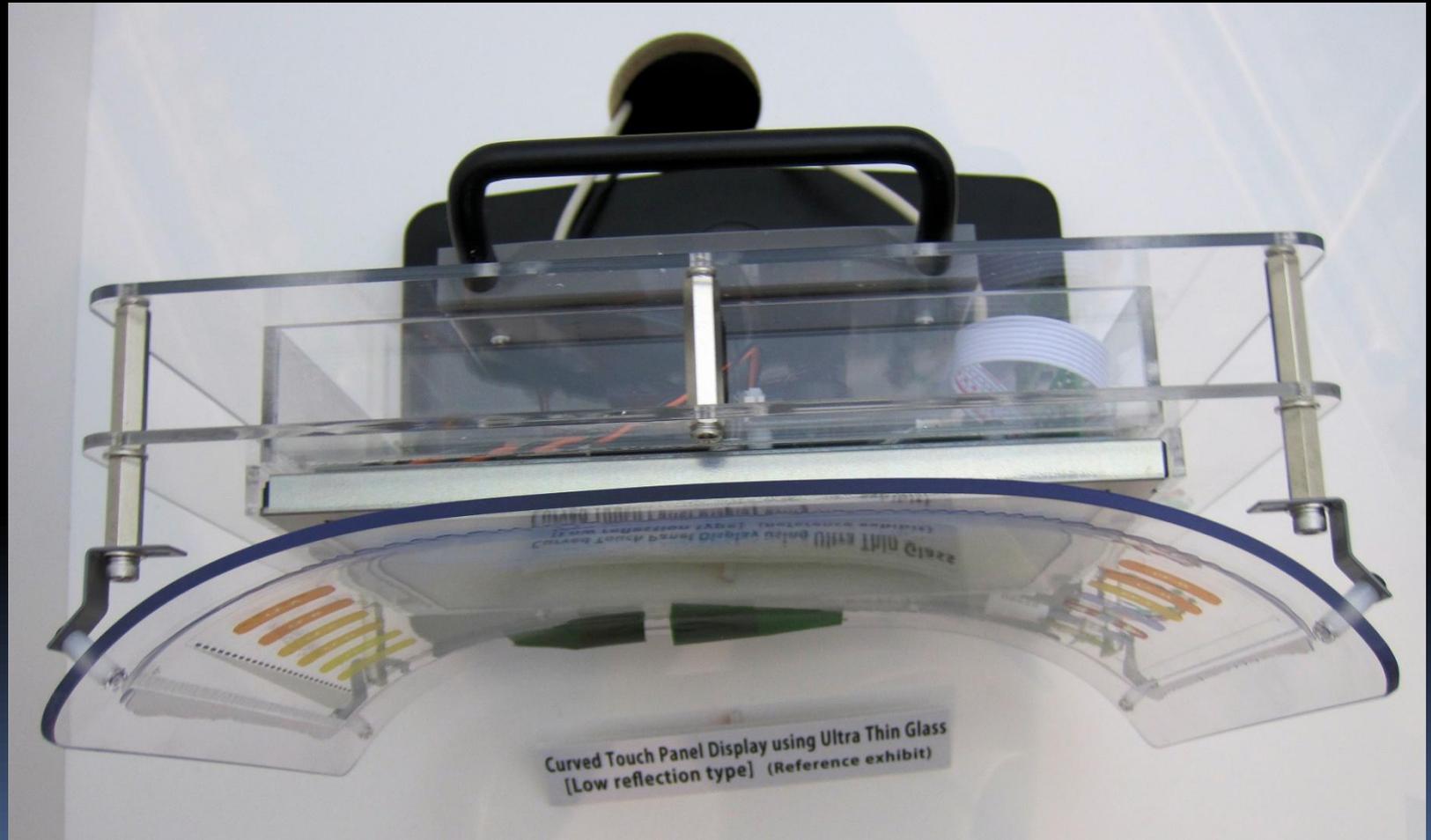
Hybrid "In-Cell" P-Cap Touch



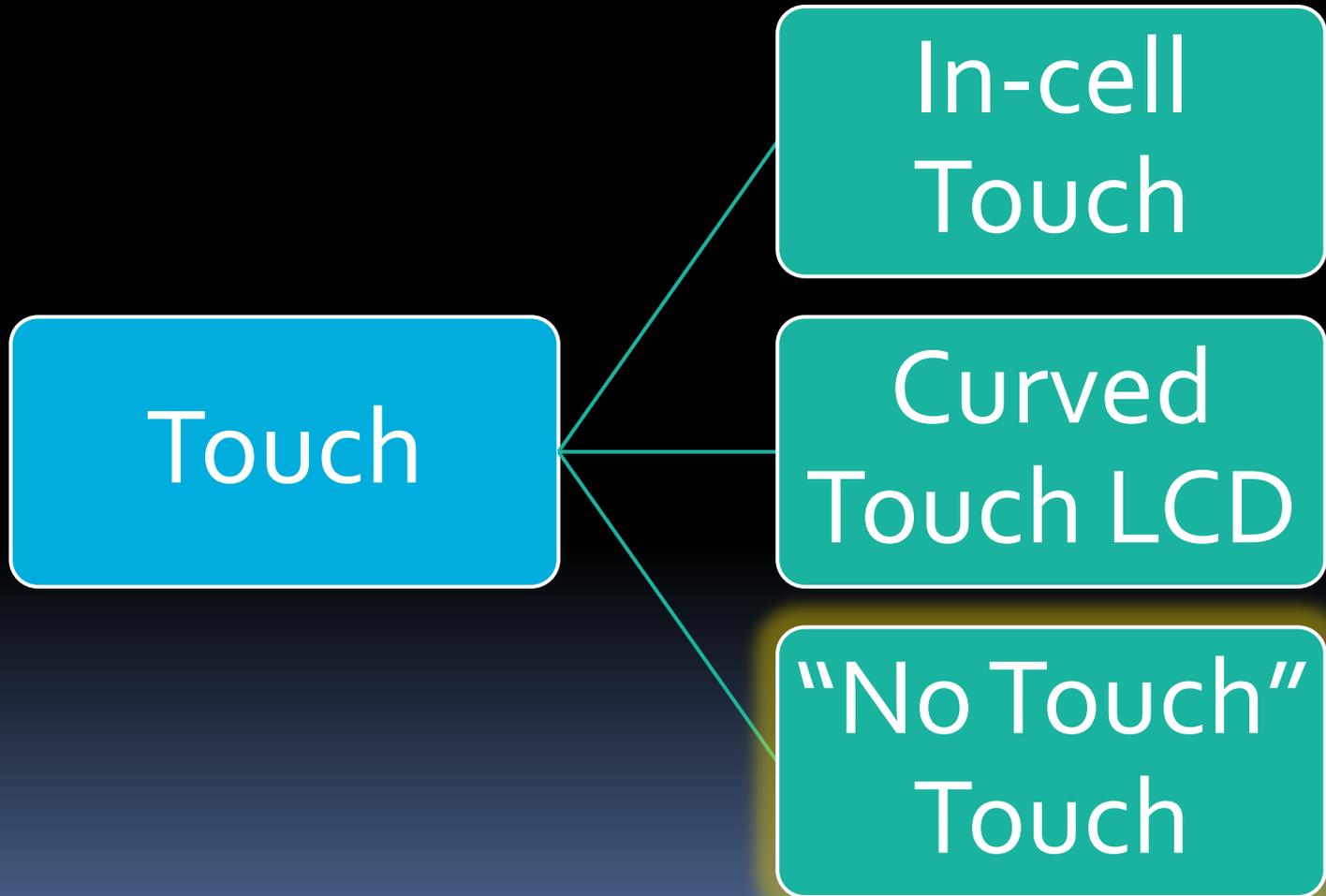
My Top Picks for DW 2012



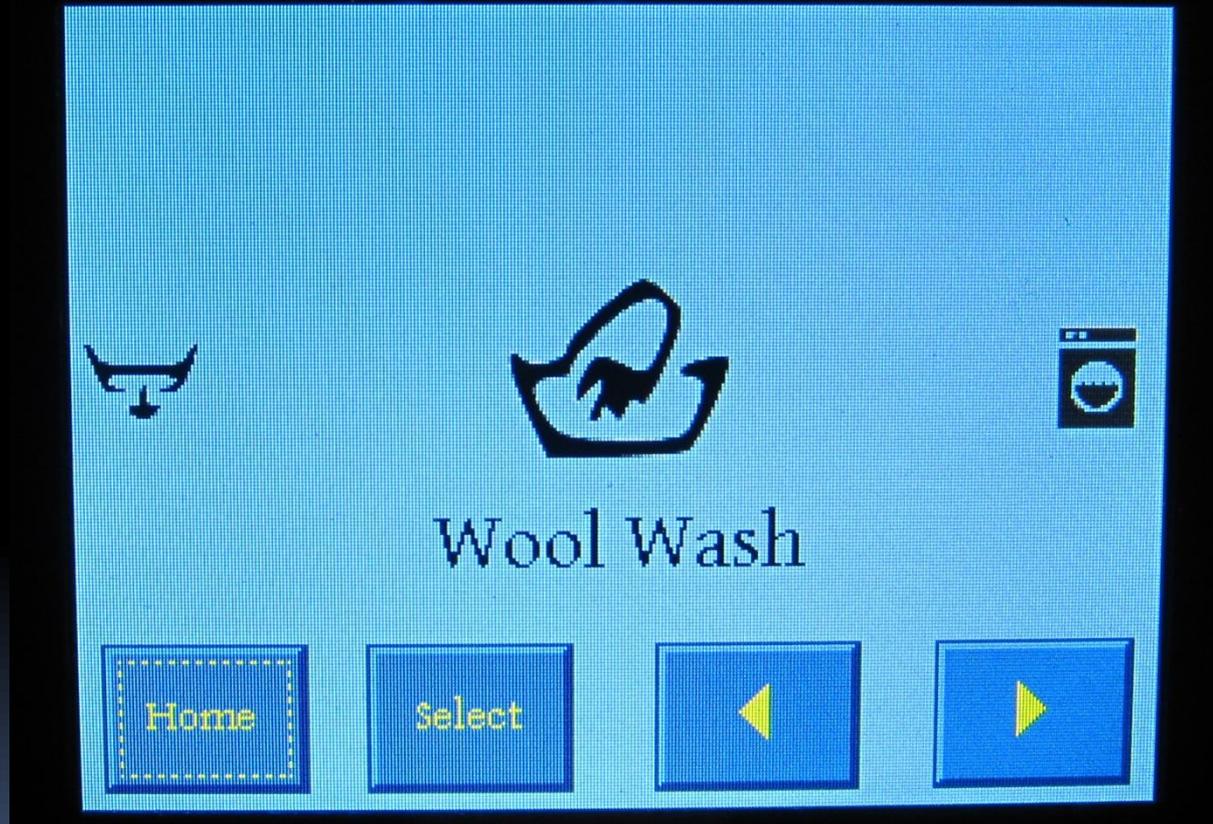
Nippon Electric Glass



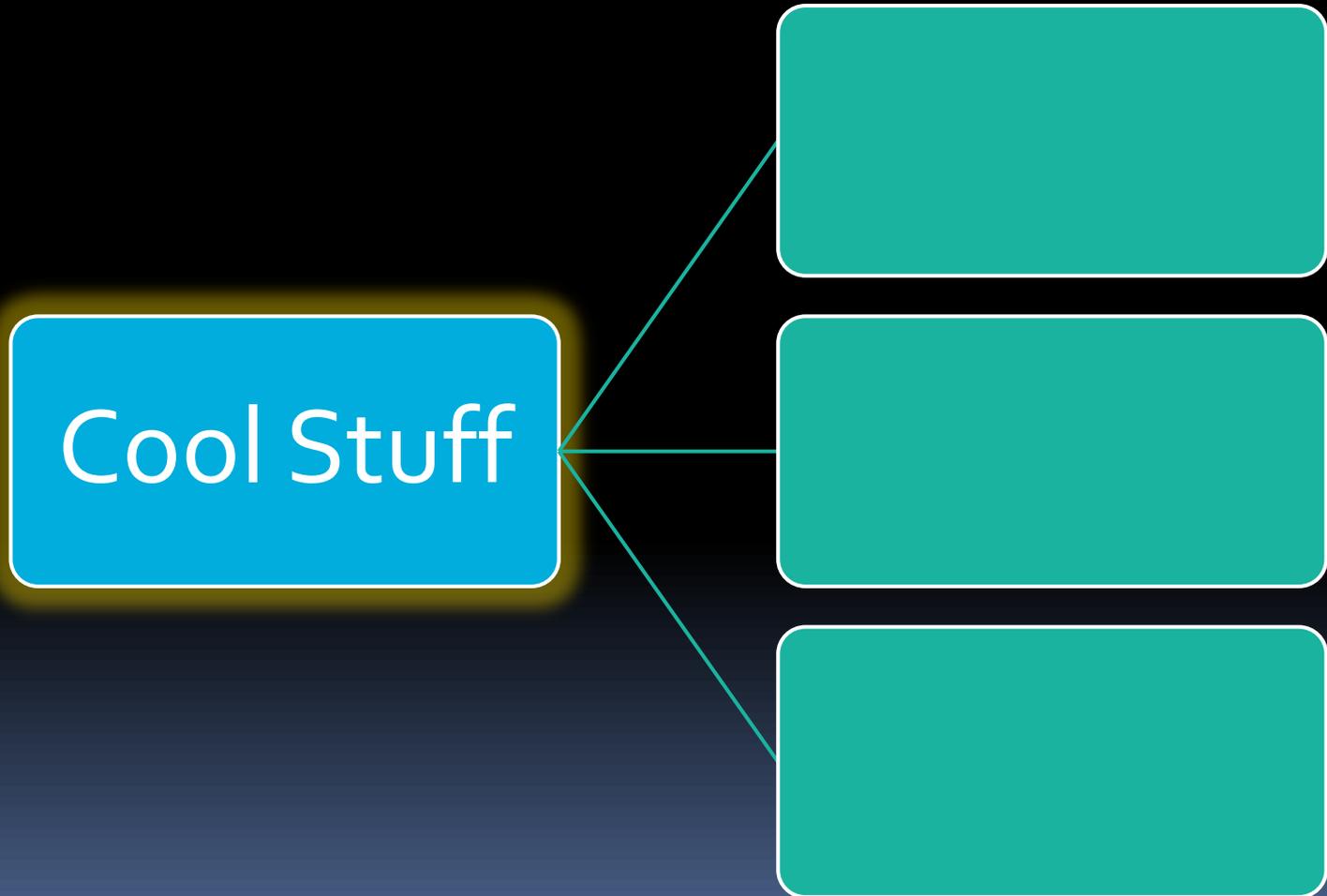
My Top Picks for DW 2012



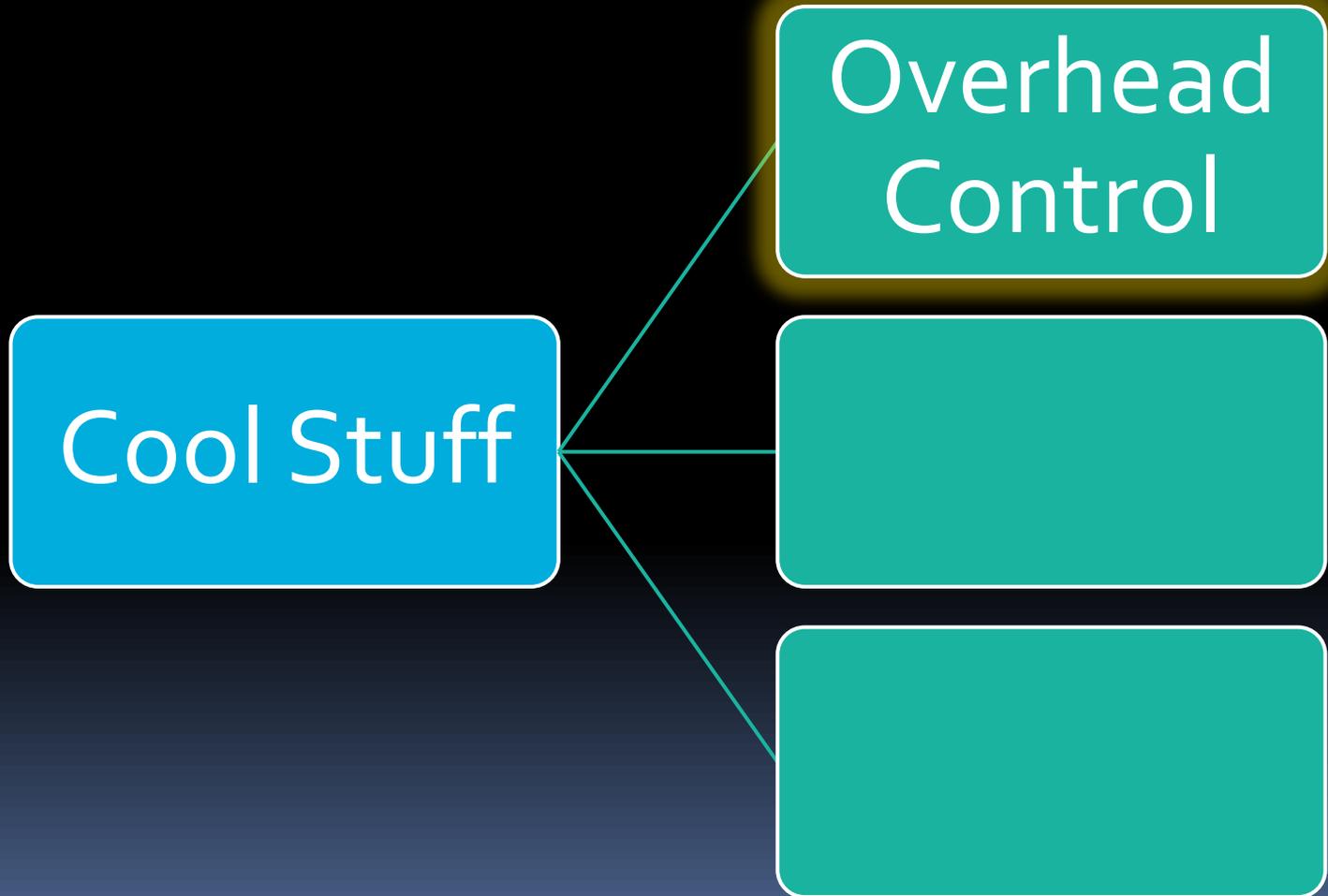
Azoteq “No Touch” Screen Input



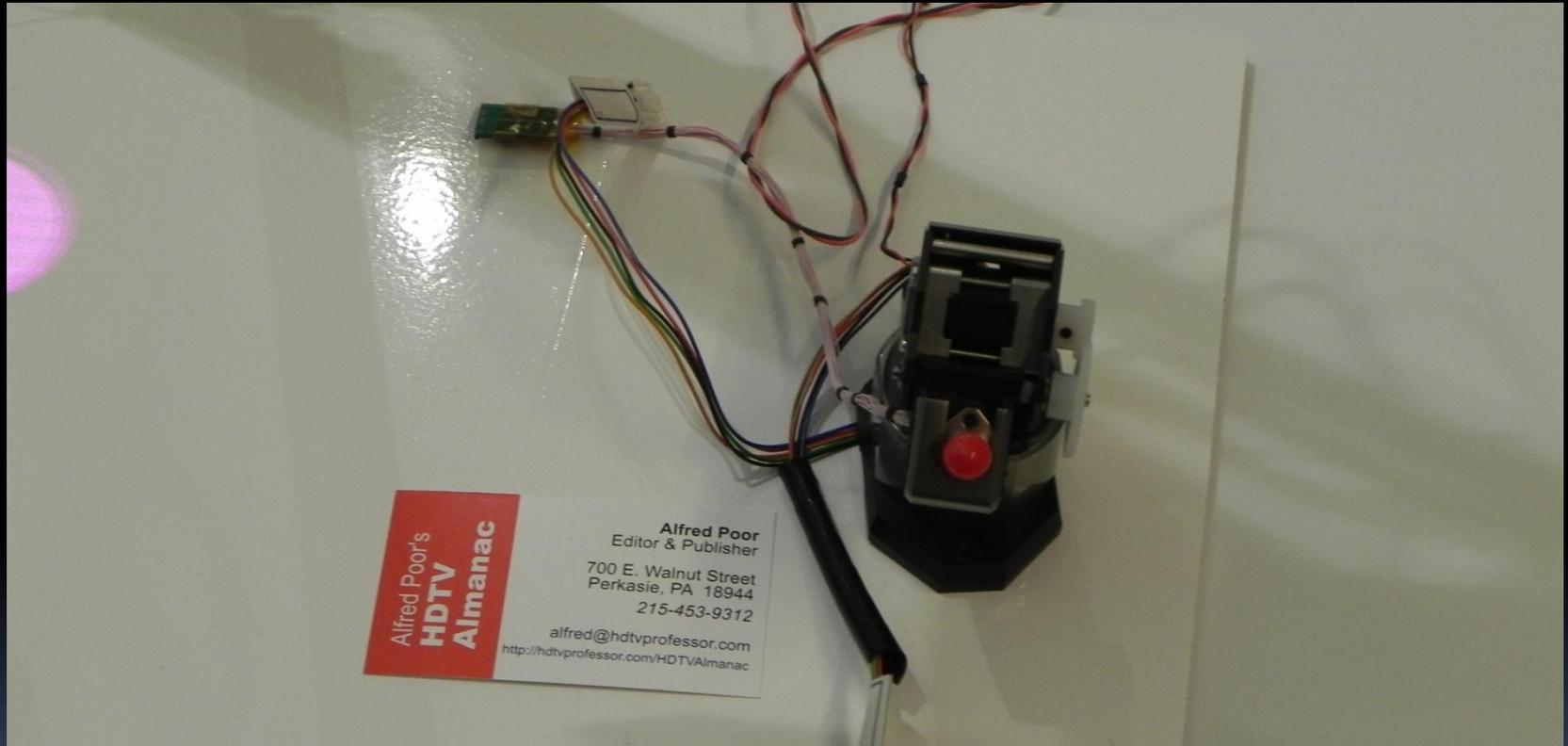
BONUS ROUND!



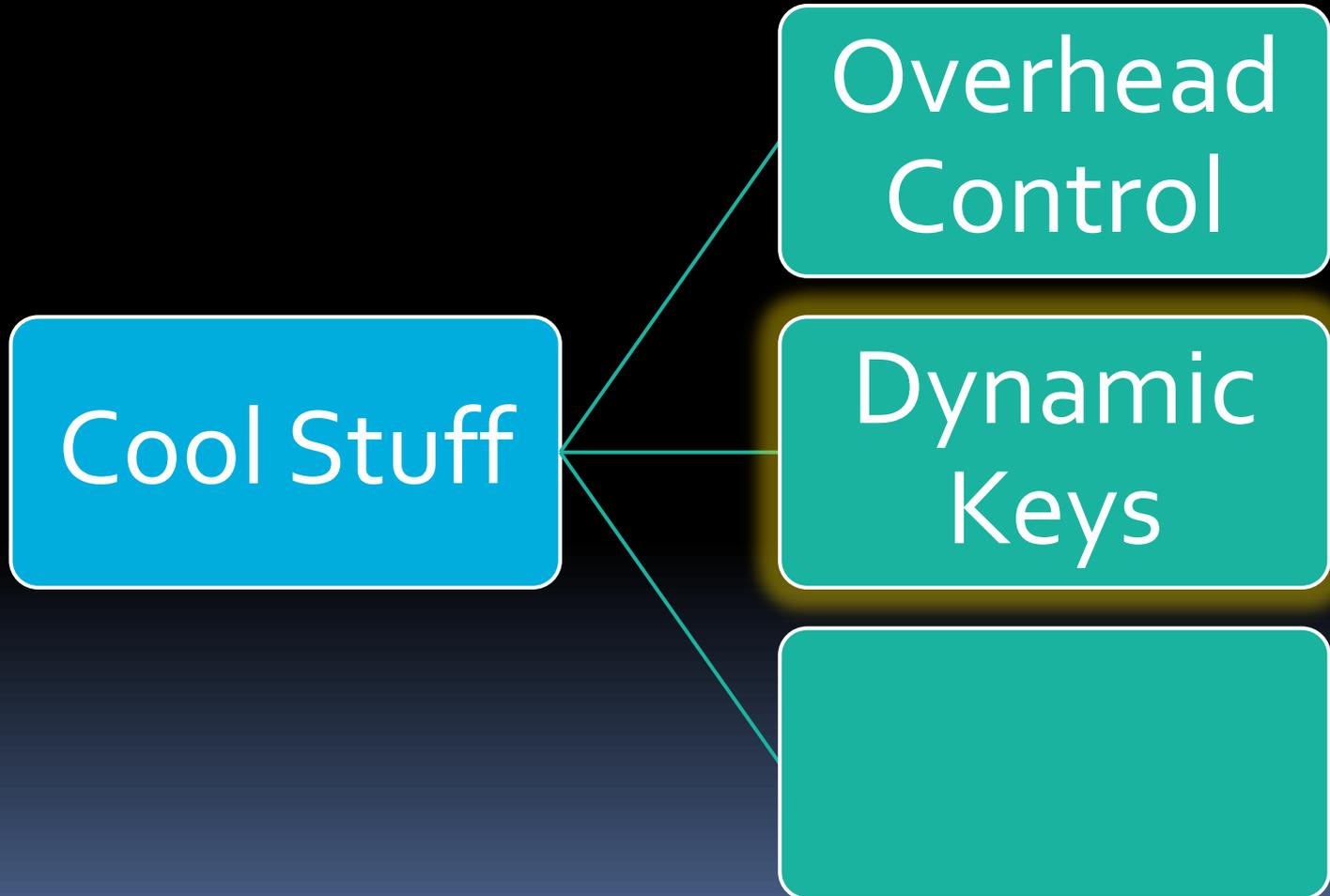
BONUS ROUND!



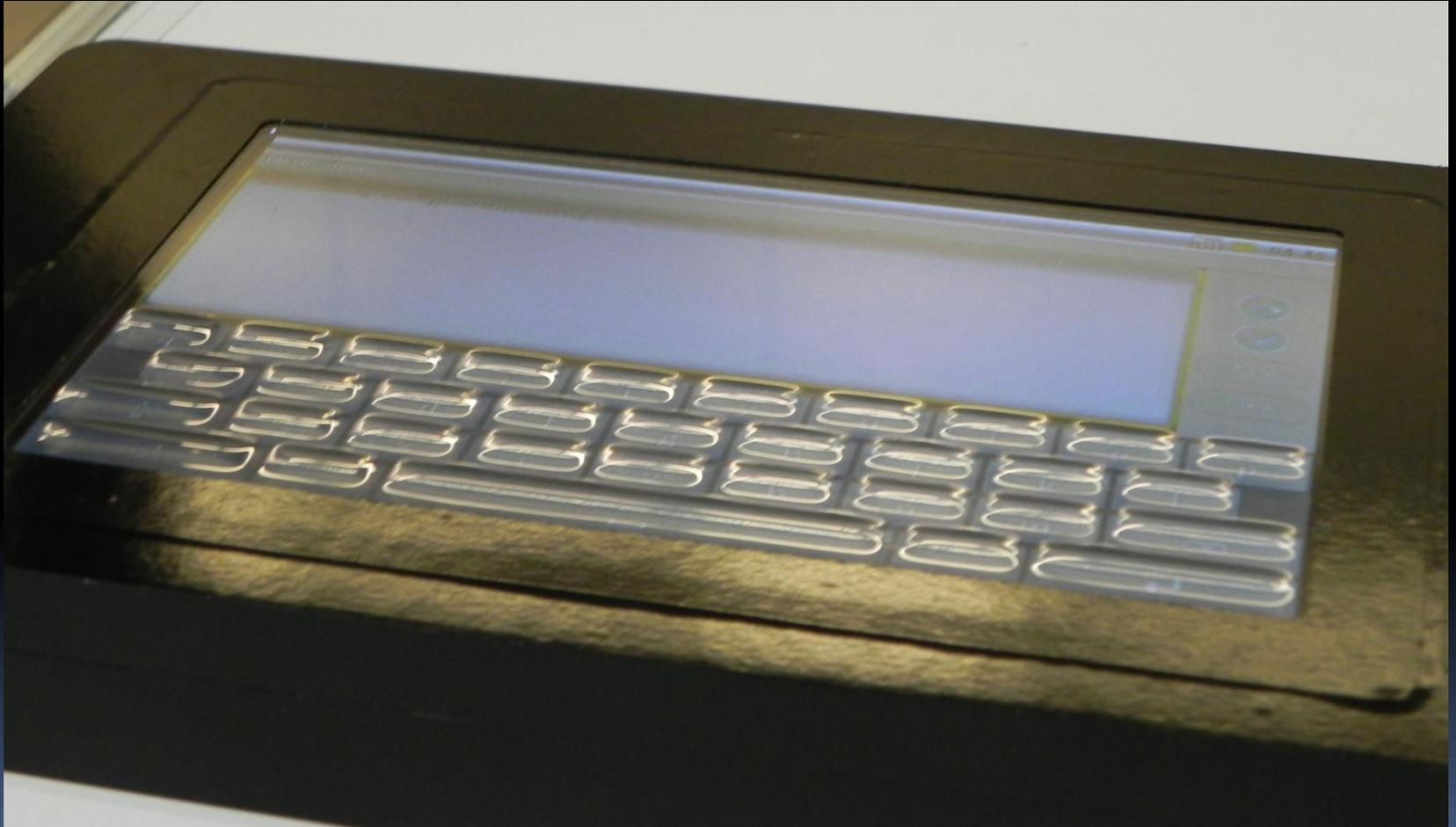
Camera/Projector TV Remote



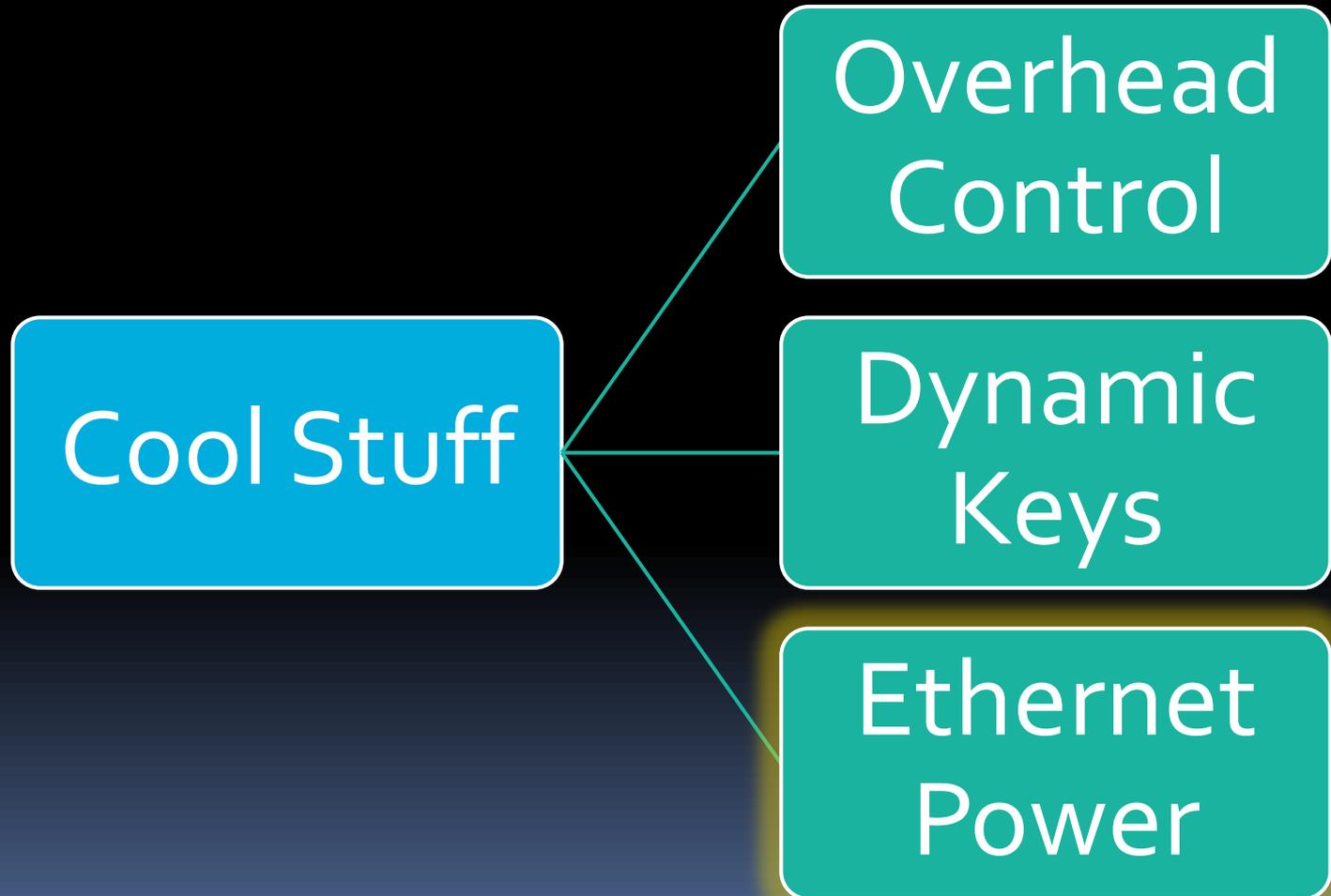
BONUS ROUND!



Tactus Microfluidic Keyboard



BONUS ROUND!



HP T410 Ethernet Powered AiO



My Conclusions from DW 2012

LCD dominance is not guaranteed, and the industry is working hard to improve.

My Conclusions from DW 2012

OLEDs are promising for large displays, but they will have to compete on price to succeed.

My Conclusions from DW 2012

“No-glasses” multi-viewer 3DTV may never work in the living room.

3DTV is likely to be a big success.

My Conclusions from DW 2012

The big breakthroughs are likely to come from materials.

Questions?

Some Final Thoughts

- Can not assume that LCD will still be dominant in all markets in 15 years.
- Novel display technologies are finding footholds in specific markets.
- Display Week remains the best way to stay current.

I Hope to See You in Vancouver!



Alfred Poor

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