

In a shaky TV market where no one (other than Samsung) makes a profit, it makes sense for rivals to team up in the fight against a common enemy-- now Panasonic and Sony start a joint OLED panel development deal.



The team up involves the co-development of OLED technologies for the mass production of large, high resolution panels, with the two companies sharing core and printing (as in production) technologies.

By combining resources, Sony and Panasonic hope to establish mass production technology by 2013 and to start selling large OLED TVs by late 2013-2014.

Sony was the first company to sell OLED TVs, with the 2007 launch of an 11-inch model. With Panasonic's help, will it manage to regain foothold in a market dominated by the S. Korean competition?

Go [Sony and Panasonic to Collaborate on Joint Development of Next Generation OLED Panels](#)