

LG Display Boosts OLED Investment

Written by Marco Attard
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LG Display invests around \$656.7 million (or 706 billion won) in an 8th generation OLED TV panel manufacturing line in Paju, S. Korea, as it bids for a TV market edge against rival Samsung.



The plant will use the LG WRGB OLED evaporation process, and will make as many as 26000 input sheets (each large enough to make six 55-inch displays) once production kicks off on H1 2014.

LG Display not only supplies panels for LG Electronics, but also for the likes of Apple, among others.

As seen at CES, [2013 promises be the year for OLED TVs](#) with Samsung, LG, Panasonic and Sony competing for the titles of "first" and "biggest" OLED TV at the show. However, according to IHS iSuppli "OLED TVs face an uphill task of competing on prices with lower-priced, higher-resolution 4K LCD and even Full-HD LCD TVs."

LG will probably be the only company to actually ship an OLED TV in 2013, the 55-inch 55EN9700.

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The analyst forecasts OLED TV panel shipments will "remain negligible" compared to LCDs by at least 2015, with shipments growing from 1600 in 2013 to just 1.7m units in 2015.

"By the time AMOLED TV production achieves efficiencies in large-scale production, LCD TVs would have had an opportunity to become even more competitive in price and performance," iSuppli concludes.

Go [LG Display](#)

Go [AMOLED TV Panel Market to See Limited Shipments in Coming Years \(IHS iSuppli\)](#)