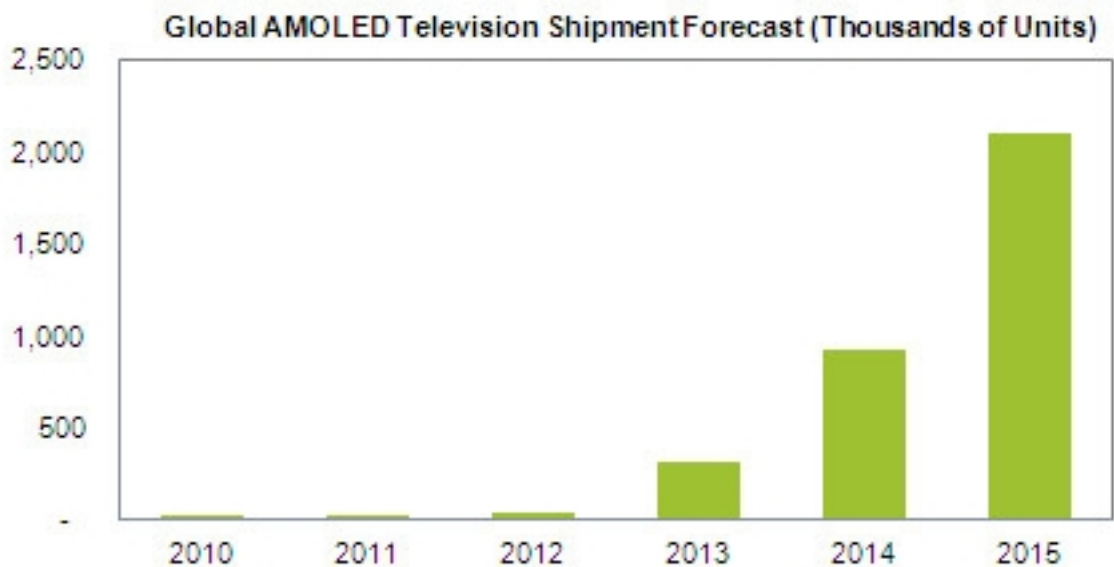


Slow Future for OLED TV

Written by Marco Attard
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Despite the excitement for OLED TV technology generated by CES 2012, IHS iSuppli predicts such TVs will be seeing "limited" global shipments during the next few years due to high prices.

Why the high prices? Manufacturing challenges and expensive materials, according to the analyst.



Source: IHS iSuppli January 2012

iSuppli estimates global 2012 OLED TV shipments will reach just 34,000, before growing to 2.1M units in 2015-- or only 1% of the global flat-panel market. Even if AMOLED sets do provide a superior viewing experience to LCDs, prices will remain too high to result in large quantities of consumer sales.

Both LG and Samsung announced a 55" OLED HDTV at CES, both featuring similar specifications. The majority of AMOLED technology applications tend to go into smaller smartphone displays, with sizes smaller than 10". While similar in specifications (and looks), the LG and Samsung OLED TVs use different technologies using various materials and manufacturing processes.

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