

# **3D Display Market by Type (Volumetric display, Stereoscopic, HMD), Technology (DLP RPTV, PDP, OLED, LED), Access Methods (Screen based & Micro display), Technology (DLP RPTV, PDP, OLED, LED), Application (TV, Smartphones, Monitor, Mobile computing devices) - Global Opportunity Analysis and Industry Forecast, 2014 - 2020**

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## **Abstracts**

3D display provides three dimensional visualization and a sense of depth to the viewer. 3D display is an emerging technology increasingly adopted in various fields such as gaming, photography, video, education, defense and engineering simulation. It is one of the new developments in the electronic industry as it offers a very immersive 3D viewing experience. Consumer electronics manufacturers (CEMs) are trying to change the user experience by enhancing their product displays to deliver fine 3D content. Increasing demand of 3D visualization in the entertainment, gaming, defence and medical are propelling the market growth. However, high cost of the 3D display and lack of 3D content may hinder the market growth. Growing demands of the 3D display in TV's, smart phones and health care should supplement the growth of this market. Panasonic has launched a 3D display TV that offers full network connectivity and 3D visualization. Toshiba recently developed the L54 series TV that offers a full 3D screen experience with active motion & resolution panels. The 3D movie, Avatar, released in 2009, received a very positive response from the audiences.

The market is segmented on the basis of types, technologies, access methods, application and geography. The type segment includes volumetric display, stereoscopic display and HMD. 3D volumetric displays are useful in displaying 3D content. The technology segment comprises of DLP RPTV, PDP, OLED and LED. On the basis of

the access method, the market can be classified as screen based display and micro display. The application segment includes TV, smartphones, monitor, mobile computing devices, movie projectors, HMD and others. Geographically, the market is segmented into North America, Europe, Asia-Pacific and LAMEA.

Key players in the market include Sony Corp., Panasonic Corp., LG Electronics Inc., Samsung Electronics Corp., Toshiba Corp., Sharp Corp., 3D fusion, 3DIcon, Fujifilm Corp. and Mitsubishi Electric Corp.

## **KEY BENEFITS**

The study provides an in-depth analysis of the 3D display market with current and future trends to elucidate the imminent investment pockets in the market

Current and future trends are outlined to determine the overall attractiveness and to single out profitable trends to gain a stronger foothold in the market

The report provides information regarding key drivers, restraints and opportunities with impact analysis

Quantitative analysis of the current market and estimations through 2013-2020 are provided to showcase the financial attractiveness of the market

Porters Five Forces model and SWOT analysis of the industry illustrates the potency of the buyers & suppliers participating in the market

Value chain analysis in the report provides a clear understanding of the roles of stakeholders involved in the value chain

## **MARKET SEGMENTATION**

The market is segmented on the basis of types, technologies, access methods, application and geography.

### **MARKET BY TYPE**

Volumetric display

Stereoscopic

HMD

## MARKET BY TECHNOLOGY

DLP RPTV

PDP

OLED

LED

## MARKET BY ACCESS METHODS

Screen based display

Micro display

## MARKET BY APPLICATION

TV

Smartphones

Monitor

Mobile computing devices

Projectors

HMD

Others

## MARKET BY GEOGRAPHY

North America

Europe

Asia Pacific

LAMEA

## KEY PLAYERS

Sony Corp.

Panasonic Corp.

LG Electronics Inc.

Samsung Electronics Corp.

Toshiba Corp.

Sharp Corp.

3D fusion

3DIcon

Fujifilm Corp.

Mitsubishi Electric Corp.

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