

# Universal Display Corp. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

<https://marketpublishers.com/r/UDCDCCDE073BEN.html>

Date: May 2025

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: UDCDCCDE073BEN

## Abstracts

Universal Display Corp. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Universal Display Corp. and its competitors. This provides our Clients with a clear understanding of Universal Display Corp. position in the [Computers and Electronic Equipment](#) Industry.

The report contains detailed information about Universal Display Corp. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Universal Display Corp.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Universal Display Corp. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-

term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Universal Display Corp. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Universal Display Corp. business.

### **About Universal Display Corp.**

Universal Display Corporation engages in the research, development, and commercialization of organic light emitting diode (OLED), technologies and materials.

The company's primary business is to develop and license its proprietary OLED technologies to manufacturers of products for display applications, such as cell phones, MP3 players, laptop computers and televisions, and specialty and general lighting products. The company also develops new OLED materials and sells materials. Through its internal research and development activities and its relationships with partners, such as Princeton University (Princeton), the University of Southern California (USC), the University of Michigan (Michigan), Motorola, Inc. (Motorola), and PPG Industries, Inc. (PPG Industries), the company has established a portfolio of proprietary OLED technologies and materials.

#### **Phosphorescent OLED Technologies**

The company has an intellectual property portfolio surrounding its existing PHOLED phosphorescent OLED technologies and materials for both displays and lighting products. The company conducts work to develop proprietary PHOLED materials and device architectures for red, green, blue, and white OLED devices.

## Additional Proprietary OLED Technologies

The company's research, development, and commercialization activities encompass other OLED device and manufacturing technologies, including the following:

**TOLED Transparent OLEDs:** The company has developed a technology for the fabrication of OLEDs which have transparent cathodes. Conventional OLEDs use a reflective metal cathode and a transparent anode. TOLEDs utilizing transparent cathodes and reflective metal anodes are known as top-emission OLEDs. In a 'top-emission' AMOLED, light is emitted without having to travel through of the device electronics where a significant portion of the usable light is lost.

**FOLED Flexible OLEDs:** The company is working on various technologies required for the fabrication of OLEDs on flexible substrates. FOLEDs may be capable of being rolled into a cylinder, similar to a window shade.

**OVPD Organic Vapor Phase Deposition:** The company has partnered with Aixtron AG, a manufacturer of metal-organic chemical vapor deposition equipment, to develop and qualify equipment for the fabrication of OLED displays utilizing the OVPD process.

**UniversalP2OLED Printable Phosphorescent OLEDs:** OLEDs can be manufactured using other processes as well. Another method involves preparing solutions of the various organic materials in an OLED that can be solution-processed by techniques, such as spin coating or inkjet printing onto the substrate.

**OVJP Organic Vapor Jet PrintingL:** The company's OVJP technology is another direct printing method for the manufacture of OLEDs. In addition, OVJP technology avoids the OLED material wastage associated with use of a shadow mask.

## Strategic Relationships with Product Manufacturers

The company has established evaluation programs, development and pre-commercial programs, and commercial arrangements with manufacturers of OLED display and lighting products.

**Samsung SMD:** In 2005, the company entered into a patent license agreement with Samsung SMD. Under this agreement, the company granted Samsung SMD license rights to make and sell AMOLED displays on glass. The company also supplies its

proprietary PHOLED materials to Samsung SMD for its use in manufacturing AMOLED display products. In 2009, the company presented a joint paper with Samsung SMD on green phosphorescent OLEDs at the Society for Information Display conference in San Antonio, Texas.

LG Display: In 2007, the company entered into an agreement to supply LG Display with its proprietary PHOLED materials for use in AMOLED display products. In June 2009, the company presented an invited paper based on work from its OLED collaboration with LG Display at the SID conference in San Antonio, Texas.

AU Optronics: The company has a longstanding collaborative relationship with AU Optronics. AU Optronics resumed its OLED activities and announced plans to manufacture various commercial OLED products.

Sony: The company supports Sony in its development of AMOLED display pro

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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1 – Data availability depends on company's security policy.

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## ANALYSIS FEATURES

### SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

### Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

### PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

## Key Factors Examined by PESTEL Analysis:

**Political** – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

**Economic** – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

**Sociological** – What cultural and societal aspects will work upon the demand for the business's products and operations?

**Technological** – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

**Environmental** – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

**Legal** – What laws and legislation will exert influence on the style the business is carried out?

## **IFE, EFE, IE Matrices**

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

### **Porter Five Forces Analysis**

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

### **VRIO Analysis**

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

## Reputation

### Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

## I would like to order

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