

Markets and Opportunities for Transparent Displays: 2014 to 2021

<https://marketpublishers.com/r/MBC1CE916E1EN.html>

Date: January 2014

Pages: 97

Price: US\$ 1,995.00 (Single User License)

ID: MBC1CE916E1EN

Abstracts

NanoMarkets believes that the market for transparent displays is about to expand dramatically. "Smart glasses," such as Google Glass and Augmented Reality (AR) applications have focused attention on displays that can simultaneously display information and function as windows on the real world.

Display firms have begun to respond to these major trends with novel types of transparent displays. To do so they have had to invent new technologies. Transparent TFTs are especially challenging, with the most likely material solution being ZnO, though other options are possible. Hiding backlighting in transparent LCDs is also an issue, creating opportunities for transparent OLED displays; but these have their own challenges too.

In this report, NanoMarkets identifies where the revenues will be generated by transparent displays over the next eight years. In addition to leading edge applications such as smart glasses and AR, this report also considers near-term applications for transparent displays in more mundane applications such as retail and automotive.

This report is designed to be a guide to how transparent displays will be commercialized and provides both a roadmap to how the transparent display market will evolve and an assessment of the latest transparent display technology.

And in addition to granular eight-year forecasts of the transparent display market, this report also discusses the product/market strategies of transparent display makers, both large and small.

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