

OLED Automotive Lighting – 2014

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Abstracts

This report provides an analysis of the emerging OLED automotive lighting market, technology and suppliers, with specific focus on OLED technology's suitability and readiness for automotive applications. We also provide detailed eight-year forecasts for the OLED lighting business specifically for the automotive segments, with separate revenue and volume estimations.

In Chapter Two we discuss how automakers evaluate new technologies, and related examples that are currently finding inroads alongside (and perhaps overlap with) OLED lighting: smart lighting and smart windows. We also present one key European automaker's thoughts on OLED lighting.

Chapter Three covers applications for OLED lighting in the automotive sector, including exterior uses (e.g. rear lights and indicators) and interior uses (e.g. dashboards and interior illumination), plus challenges to adoption.

In Chapter Four we review trends shaping OLED lighting commercialization in general, the tradeoffs in improving the technology's three most important criteria (lifetime, luminance, efficacy) and how these tradeoffs specifically matter to the automotive sector. We also discuss the future of flexible OLED technology in the automotive sector and likely timeline for arrival.

In Chapter Five we highlight efforts from several individual companies, mainly in Europe and Asia, working to advance OLED lighting for automotive applications. And finally, in Chapter Six, we present eight-year forecasts for OLED lighting in automotive lighting applications, both for panels and luminaires.

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ACRONYMS AND ABBREVIATIONS USED IN THIS REPORT

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