

# OLED Lighting Markets-2014

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## Abstracts

Six years ago, OLED lighting was first being proposed as a serious commercial product. Back then, 2014 was projected as the year when OLED lighting would first make its impact felt on general illumination. It didn't happen. OLED lighting has been available for four years now, but with few signs of its moving beyond the luxury and specialist lighting sector. Also, the disappearance of GE from this space is another reason to treat OLED lighting with a little less respect than it once had.

So is it time to wave goodbye to OLED lighting as a large-scale business opportunity and label it "niche only?" The case can be made. But then again some large lighting suppliers remain bullish on this technology and appear to mean what they say.

Also, the fate of OLED lighting remains of importance well beyond the lighting sector. Because OLED consist of large panels, their success or failure has major implications for both the OLED materials sector and the OLED market itself. Even a modest success for OLED lighting could quickly make it the largest segment of the OLED business; which would completely change the market orientation of the OLED market from one that is currently oriented towards small mobile displays.

In this complex market environment, NanoMarkets believes that it is time for a detailed and honest assessment of both the current value proposition and future revenue timeframes for OLED lighting. This is the objective of this report, which includes eight-year (volume and value) projections of OLED lighting in all the major market sectors along with an assessment of how OLED lighting can effectively compete with LEDs and CFLs in those segments. In addition, this report analyzes the core strategies of leading players in the OLED lighting space, including their plans for building manufacturing capacity for OLED lighting.

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