

# NanoMarkets OLED Lighting Market Forecast - Q2 2012

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## Abstracts

### Summary

In the past year OLED lighting markets and production infrastructure have evolved. For example, office lighting has become a key market target for OLED lighting, while other applications no longer command the interest they once did. At the same time, while some likely future mass producers of OLED lighting seem to be committing more resources, others seem to be failing in their efforts.

With all this in mind, this report provides NanoMarkets' latest market forecasts for OLED lighting. Our company has been actively tracking the OLED lighting market for more than five years and this report represents a more detailed forecast than any we have ever produced before.

In this report, we consider the revenue potential for the OLED lighting applications that currently interest the OLED market the most. We think these have changed since last year and now comprise luxury consumer lighting, decorative lighting for large buildings and showrooms, office lighting, residential lighting and automotive lighting. Another change in this year's report is that we have provided a much more detailed analysis of pricing trends in OLED lighting than ever before. In particular, in addition to looking at pricing expectations of leading manufacturers, we have also examined the likely roadmaps for pricing by unit, luminance and square meter and how these three measures are likely to correspond.

Obviously, no one can be completely sure of how the developments in the OLED lighting market will ultimately pan out and with that in mind we consider other prominent forecasts for this market including a worse-case scenario in which OLED lighting never

succeeds in growing beyond the luxury lighting sector, along with some ultra-optimistic scenarios that have emerged from apparently respectable sources.

The forecasts in this report are in value and volume (square meter and unit) terms and are broken out by applications. We also consider how the OLED lighting market is likely to be shared among various major countries and regions as it evolves. Finally, we examine how our forecasts tie in with the emergence of OLED lighting manufacturing capacity, around the world.

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