

# Transparent OLED Displays – 2014

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## Abstracts

Transparent displays have been around for a very long time in the form of heads-up displays (HUDs) in aircraft and (to a limited extent) in retail displays, markets seen as too tiny by the large display makers and largely left to smaller firms and niche technologies. In the past two or three years, however, NanoMarkets notes that transparent display technology has been edging towards the mainstream. Keenly aware of the maturing liquid-crystal display (LCD) market's slowing growth trajectory, display makers are desperate to add new kinds of functionalities, even (or especially) if it means adopting another technology with higher-growth promise. On the demand side, new applications, such as the widening category of wearable computing devices, seem to call out for transparent displays.

There are technical complications in making LCDs transparent. Thus the display industry is gradually shifting to organic light emitting diode (OLED) technology, which is easier to turn into transparent displays than the dominant LCD technology.

This report is based on NanoMarkets' extensive coverage of transparent display technology, suppliers and end markets. It studies the emergence of transparent OLED displays, technical and marketplace challenges, end-application opportunities, and key companies to watch. Eight-year market projections are provided for these various applications, with both revenue and volume estimatio

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