

# LED and OLED Global Markets, 2nd Edition

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## Abstracts

This research report presents an in-depth analysis of the development, performance, applications, products, manufacturers, and trends in the worldwide use of light emitting diodes (LEDs) and organic light emitting diodes (OLEDs). LEDs are now widely used in mobile electronics, flat panel televisions, traffic signals, automotive lights and signals, and general illumination among many other applications. OLEDs are not as common and are typically used for small electronic displays. However, they have all but taken over the display market for smart phones, displacing LEDs as they do so. Significant strides have been made in LED and OLED manufacturing, performance, and product applications over the past five years and both technologies are now poised to revolutionize the lighting and electronics industry with their long-lifetimes and an energy-efficient operation.

This report contains a comprehensive analysis of the current market for LED and OLED technologies as well as projections for market size and end-use application growth through 2022. Marketing concerns including cost, energy demand, environmental impacts, economic conditions, consumer acceptance, intellectual property rights, and government activities are discussed in detail. The report also profiles major manufacturers and marketers of LEDs and OLEDs and the strategies they have adopted to maximize growth and profitability.

LEDs have been used in many industrial, business, and consumer applications for a number of years and are now beginning to penetrate the general illumination market in significant numbers. OLEDs are also becoming more widely used and are expected to have significant impacts on the flat panel television market and the general illumination market within the next five years. Cost has been – and remains – the final obstacle to rapid growth of both LEDs and OLEDs since the brightness levels and operational lifetimes have surpassed that of incandescent and fluorescent lighting products. From mobile phones to automobiles to billboards to television sets and virtually every other

product that requires lighting, LEDs and OLEDs have proven their many advantages over alternative lighting technologies. This report delineates these advantages and the potential impacts LED and OLED technologies bring to various markets and applications for the next ten years.

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