

Next Generation TV Market Insight

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Abstracts

From 2010, United States and Europe continued to face problems of astronomical budget deficit and surge in oil price which caused the global economy to fall apart. As a result, consumers around the world had to close their wallets and change their spending patterns by reducing their expenses to minimal sustenance needs. In this circumstance, newly released products are having a hard time gaining sales, as tight budget customers are giving up to replace their old used products by purchasing new products.

Contents

1. OVERVIEW

- 1) Display Development Trend
- 2) Historical Trend of TV (1) ~ (3)
- 3) Mega Trend of TV Set
- 4) LCD TV Technical Trend
- 5) TV Market demand Forecast (1) ~ (4) (Over all, 4K2K, OLED)
- 6) What is 4K2K? (1) ~ (4)
- 7) Introduction of 4K2K (1) ~ (6)
- 8) 4K2K OLED TV
- 9) 4K2K LCD TV (1) ~ (4)
- 10) 4K2K Ecosystem (1) ~ (2)

2. UPCOMING DISPLAY STATUS & ANALYSIS

- 1) Large Size Future Products (1) ~ (5)
- 2) Panel Maker Plans Large TV Panel
- 3) 4K2K LCD TV Panel Value Chain (Q2???)
- 4) 4K2K Price Forecast (1) ~ (2)
- 5) 4K2K LCD(LED) vs. FHD OLED
- 6) 4K2K LCD vs. 4K2K OLED
- 7) Curved OLED TV (1) ~ (2)

3. TECHNOLOGY ANALYSIS OF 4K2K

- LCD -

- 1) Conversion (FHD to 4K2K) (1) ~ (2)
- 2) One Chip Solution 3. Up-Scaling (Up-converting)
- 4) Scaling Technology
 - Samsung: Quad-Detail Enhancement
 - Sony : X-Reality PRO
 - Sharp : ICC(Integrated Cognitive Creation)
 - Toshiba : CEVO Engine
- 5) 4K2K Contents
 - Sony
 - Samsung
- 6) 4K2K Mechanical Design(SNB) (1) ~ (4)

AUO

Innolux

7) Backlighting Technology: FHD vs. 4K2K(UHD)

8) MMG (Multi Model Glass)

- OLED -

1) OLED Structure (RGB, WHITE, Hybrid)

2) RGB vs White OLED Comparison (SDC vs. LG Display)

3) Sony (4K2K OLED)

4) Panasonic (4K2K OLED)

5) Technology Comparison & Alliance

6) Top Emission

7) Small Mask Scanning Technology

8) AMOLED Manufacturing Technical Roadmap

AMOLED Color Patterning Progress

Breakthrough of Color Patterning

TFT Backplane Technology for AMOLED

Comparison of Encapsulation

9) Current Approach for Large OLED TV

4. TV PANEL MAKERS STRATEGY AND LINE-UP

1) LG Display

2) SDC

3) AUO (1) ~ (3)

4) Sharp (1) ~ (3)

5) Panasonic (1) ~ (3)

6) Innolux (1) ~ (2)

7) BOE (1) ~ (3)

8) CEC Panda (1) ~ (3)

9) COST (1) ~ (2)

5. TV SET MAKERS STRATEGY AND LINE-UP

1) Samsung (1) ~ (10)

2) LGE (1) ~ (11)

3) Sony (1) ~ (8)

4) Panasonic (1) ~ (7)

5) Sharp (1) ~ (7)

6) Toshiba (1) ~ (7)

- 7) Changhong (1) ~ (2)
- 8) Haier/Konka/Skyworth
- 9) Hisense
- 10) TCL
- 11) China local TV makers plan(For May Labor Day)

6. INSIGHT OF UPCOMING DISPLAY

- 1) 4K2K Issues
- 2) OLED TV issues
- 3) Issues for Korean Producers(LGE/LG Display)
- 4) Issues for Korean Producers(Samsung/Samsung Display)
- 5) Future Scenario (1)
- 6) Future Scenario (2)
- 7) Future Scenario (3)

***APPENDIX**

- 1) Panelization for 40??
- 2) TV Panel/Set Makers Business Plan (2012 vs. 2013)
- 3) HEVC(High Efficiency Video Coding)
- 4) Miracast, WIDI, Smart Share (LGE)
- 5) Next generation Broadcasting Roadmap(Korean Government)
- 6) Super Hi-Vision (1) ~ (3)
- 7) Panasonic (4K2K Tablet)
- 8) Recommend TV Viewing distance (Toshiba)
- 9) Toshiba 4K2K(4Krowud)
- 10) Panasonic (IPS-Pro-Next) (1) ~ (5)
- 11) Panasonic (APD) (1) ~ (3)
- 12) JDI (High Resolution) (1) ~ (3)
- 13) Sharp UVÂ²A (1) ~ (2)
- 14) Sharp IDP(Information Display Panel)
- 15) LGE TV Technology (Nano) (1) ~ (2)

*** SPECIAL SESSION**

- 1) Sony Empire (1)
- 2) Sony Empire (2)
- 3) Sony Empire (3)

4) Sony Empire (4)

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