Global and China OLED Market Report, 2007-2012

As the development trend of next generation display technology, OLED is still highly concerned.

In the year of 2007, influenced by shipment reduction of Samsung and LG in 2007Q3, growth rate of global OLED shipment was just 11.7%, and growth rate of shipment value was 7.6%.

Global OLED production capacity mainly distributes in Korea, Japan and China Taiwan; shipment of the top five manufacturers accounts for 98.7% of global total. However, occident companies hold core production technology of OLED such as Kodak and CDT. Although Japan possesses relevant production strength, due to the high cost, the OLED development momentum in Japan is not as good as in Korea.

OLED is mainly applied in mobile phone sub-screen and MP3 player, and the shipment for those two Applications was 53.59 million and 25.22million respectively in 2007, together accounted for 85.0% of total shipment. With the maturity of OLED technology, more OLED applications will drive the industry to develop rapidly.

OLED technology is moving towards AMOLED. For example, Samsung had expanded its AMOLED production capacity; LG has turned to AMOLED from PMOLED.

China is a key mobile phone and MP3 manufacturing country in the world, it has a great demand on OLED. However, China still relies on OLED import.

Global OLED industry is still on its initial stage, OLED technologies are highly self-protected.

Compared with TFT—LCD, OLED has relative simple production process and less investment (about US$10 million, which is only 1/10 of TFT—LCD).

In China, more and more potential investors from home appliance, communication and LCD sectors are keep an eye on OLED, so far china has over 30 OLED manufacturers.

OLED production line of Beijing Visionox Technology Co., Ltd will be put into mass production in the second half of 2008.

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