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In recent years, there have been much improvement of optical characteristics in AMOLED such as color purity, internal quantum efficiency, and external quantum efficiency. Current color gamut of AMOLED with top emission structure is over 90% compared to NTSC color coordinates, which means OLED is an ideal display for various TV applications. The internal and external quantum efficiencies of OLED devices are improving very rapidly with various technical developments. Recent improvement of optical characteristics for AMOLED displays will be discussed in this talk.