

“The New Race for the Ultimate Display”

*S.T.Kim, CEO,
Samsung SDI*

In recent years, the radical growth of digital home appliances has driven a tremendous expansion in the electronics industry. Novel flat panel displays in particular have played a major role in the revolution of the industry. For example, the FPD market is growing at unprecedented rate this year, driven by the HD broadcasting of the FIFA World Cup 2006 and the commencement of triple play service. The digital TV market, including both PDP and LCD, is expected to double in size by entering into the sweet spot price.

The complete conversion to “Digital Broadcasting” and entry into the “Ubiquitous eras” will drive the Display Industry to grow at average 30% CAGR by 2010. PDP and LCD will compete to occupy the throne of the 50 inch’s FHD market. At smaller panel size, the mass production of AMOLED will open the new market.

Samsung SDI will suggest main competition elements in FPD market. Until now, FPD market competition has been led by mass-production capabilities through large-scale investments and cost reduction by using large glass substrate. However, future competition will not be the same. In addition to the size and cost, customers will demand “human-centric displays”, which are displays that show life-like pictures similar to how people perceive objects in reality. In other words, the winner of the competition will be the one who achieves the ultimate displays from the customers’ points of view.

Samsung SDI’s CRT technology has led the display industry in the analog era. By realizing the ultimate display for our next generation, Samsung SDI will maintain leadership in the digital era.