

## Flexible Display Roadmap and the Market Outlook

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Flexible Displays are beginning to enter the market and promise to address both existing and new applications. This presentation will cover the challenges and the prospects for growth of this emerging display technology. The paper will relate the opportunities for growth to the roadmaps for organic TFTs, roll to roll manufacturing, as well as the pending improvements to reflective displays including the move to color, faster response time and higher reflectivity.

The presentation will address the size and scope of the flexible display market and the major applications including:

- Smart Cards
- Automotive Consoles
- Point of Sale Signage
- Mobile Devices
- Rollable Devices
- Large Digital Signage
- Wearable Displays
- Keyboards
- USB Memories
- Watches

The critical technology aspects to be reviewed include:

- Active Matrix Backplanes
  - With carriers
  - Without carriers
- Passive Matrix Backplanes
- Partial Roll to roll manufacturing
- Total Roll to roll manufacturing
- Frontplane Technology
  - Reflective
  - Emissive
  - Transmissive