

Challenges for the Future LCD Industry

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The TFT-LCD industry has shown dramatic growth by making technological advances and satisfying consumer needs. It now stands at the heart of the display industry. However, the TFT-LCD market is maturing and is unlikely to sustain the fast pace of growth in years to come. There has been an oversupply in the LCD sector entering 2008 due to capacity expansion aimed at fueling growth coupled with softening demand amid the global economic slowdown and recent financial turmoil.

The LCD industry has successfully coped with oversupply on several occasions. Each time, LCD makers faced up to the challenge and responded with a pioneering spirit. They continued to grow by turning crisis into opportunity.

LG Display aims to create new markets by developing products based on innovative technology and providing more attractive products through a value-added product planning that incorporates consumer needs. Through a continuous cost innovation targeted at stimulating demand by making products more economical to consumers, we will be at the forefront of overcoming the current oversupply and sustaining robust growth for the TFT-LCD industry.

Depending on our management of the situation, the current oversupply could prove to be an opportunity to create even bigger markets for the future.