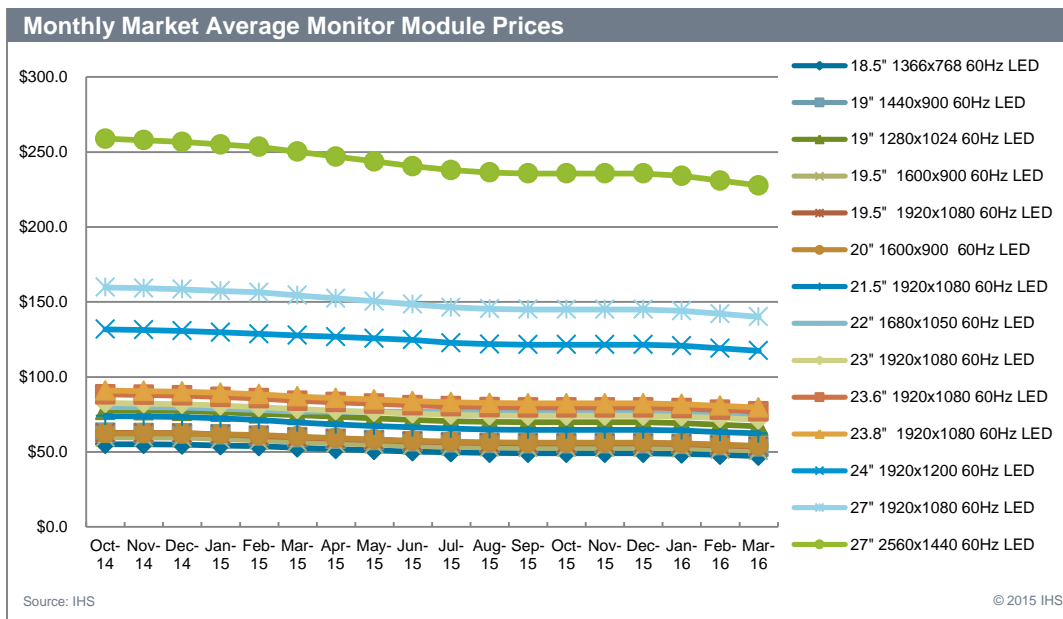


The *Large Area Display Price Tracker* provides monthly panel price updates for large-area applications including notebooks, LCD monitors, and LCD TVs. With six months of results and 12 months of forecasts, the report offers a useful overview of the large-area display market. It also includes detailed features such as size, resolution, BLU type, slim type, frame rate, and interface.

Subscribers can see the latest panel pricing trends in the report, including industry activities that influence the market. In addition, 12 months of panel price forecasts are provided based on the latest industry observations, supply/demand analysis, and shipment forecasts.

The report is delivered in both PowerPoint (analysis) and Excel (database) files.



### Key Issues Addressed

- Latest panel prices by application each month
  - Mobile PC
  - Monitor
  - TV
- Panel price variations by feature
  - Size
  - Resolution
  - BLU type, slim type (mobile PC)
  - Frame rate (TV)
  - Interface (TV)
- Panel price forecasting for the next 12 months
- Latest industry and market trends for panel pricing

### Applicable To

- Brand manufacturers/OEMs/ODMs
  - Product planning managers for system sales
  - Procurement managers for LCD components
- LCD panel suppliers
  - Product marketing/strategic planning managers for LCD panels
- LCD component suppliers
- Manufacturers of competitive technologies
- Investment community
  - Fund managers/investors with interest in display companies

### Actuals and Forecast

#### Frequency, Time Period

- Monthly
- Six months of results
- 12 months of forecasts

#### Measures

- Mobile PC panel prices (USD) by size by resolution by BLU type by slim type
- Monitor panel prices (USD) by size by resolution by BLU type
- TV panel prices (USD) by size by resolution by frame rate by interface
- TV open cell prices (USD) by size by resolution by frame rate by interface

### Products Covered

- LCD TVs Panels
- LCD TVs Open Cells
- LCD Monitors Panels
- Notebook PC Panels

### Technologies Covered

- a-Si TFT-LCD Panels

## Lead Analyst

### Yoonsung Chung – Senior Manager

Mr. Yoonsung Chung is a Senior Manager of Analysis & Research within the IHS Technology group.

He joined IHS in November 2014, when IHS acquired DisplaySearch, a leader in primary research and forecasting on the global display market. At DisplaySearch, he served as director of large-area displays & FPD materials analysis in the company's Korea office. He is a recognized display expert and has been invited to speak on large-area displays, especially on PDP technology, at many Korean FPD forums.

Prior to DisplaySearch, Mr. Chung spent 10 years on the R&D and marketing teams of Samsung SDI's CRT and PDP Division. There, he managed PDP product planning and technology marketing, led the FPD benchmarking team in the PDP Division and taught Samsung SDI's new employees about display history and technologies. Mr. Chung has a bachelor's degree from Kookmin University in Seoul, South Korea.

### Deborah Yang – Principal Analyst

### Peter Su – Senior Analyst

## About IHS

IHS (NYSE: IHS) is the leading source of information, insight and analytics in critical areas that shape today's business landscape. Businesses and governments in more than 165 countries around the globe rely on the comprehensive content, expert independent analysis and flexible delivery methods of IHS to make high-impact decisions and develop strategies with speed and confidence. IHS has been in business since 1959 and became a publicly traded company on the New York Stock Exchange in 2005. Headquartered in Englewood, Colorado, USA, IHS is committed to sustainable, profitable growth and employs 8,000 people in 31 countries around the world.

## Table of Contents (PowerPoint)

- Key Findings
- Market supply/demand analysis
- Mobile PC panel pricing analysis
- LCD Monitor panel pricing analysis
- LCD TV panel pricing analysis
- Panel cost & profit analysis
- Methodology

## Table of Contents (Excel)

- Monthly panel price overview with six months results & 12 months forecasting
  - Mobile PC
  - Monitor
  - TV
- Quarterly panel price overview with two quarters results & four quarters forecasting
  - Mobile PC
  - Monitor
  - TV
- Monthly panel price database
  - Mobile PC
  - Monitor
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