

Global Quantum Dot TV Market: Trends & Opportunities (2014-2019)

February 2015



Global Quantum Dot TV Market Report

Scope of the Report

The report titled "Global Quantum Dot TV Market: Trends & Opportunities (2015 Edition)" analyzes the global Television market, with exhaustive discussion on LCD, LED, OLED and their shipments and demand. The key market challenges recognized by the analysts and the major trends in quantum dot market are presented in the report. Further, key manufacturers of quantum dots like Nanoco, Nanosys, Cheil Industries and Sony are profiled in the report.

Product Coverage

- LCD
- OLED
- QUANTUM DOT PENETRATION IN LCD

Company Coverage

- Nanoco
- Nanosys
- Cheil industries
- Sony

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Executive Summary

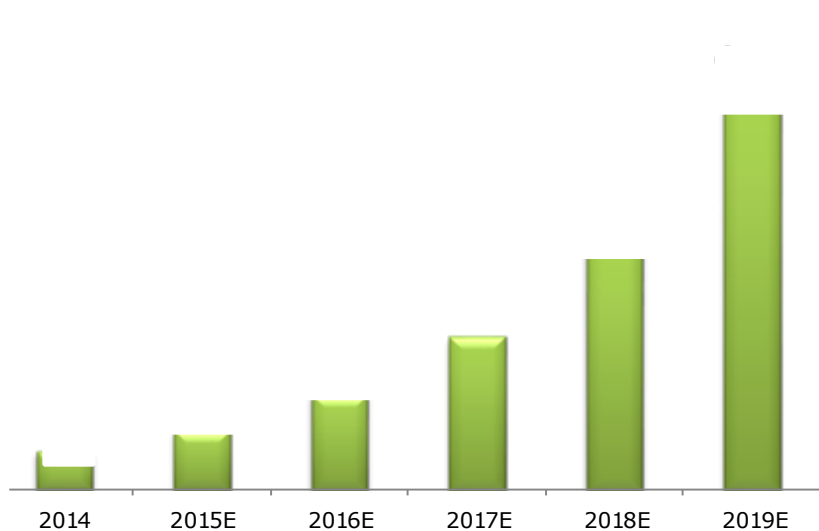
Quantum dots (QDs) comprise a new class of material that can be tuned to emit light very efficiently at precise red, green and blue wavelengths, thus creating an ideal light spectrum for LCDs. Picture quality, color fidelity and accuracy have been steadily getting better due to improved display technology, advanced signal processing, automated factory calibration, and increased competition. QD technology helps to close one of the major performance gaps between LCD and OLED displays: color. QD gives LCD displays a wider color gamut and better power efficiency. It is expected to be one of the biggest sea changes in the television market. The market estimation are made on the basis of some assumptions of the past years volume production and expected production in the future and projected price fluctuations. Quantum dot technology offers improved picture quality at a fraction of the price of organic light-emitting diodes (OLED).

The market for quantum dot technology is currently dominated by three commercial applications: quantum dot backlight filters, quantum dot color filters and quantum dot backlight units. Quantum dot is the emerging technology in the display market. Consumers are always in need of new technology which will give them an improved viewing experience. Quantum dot TV will result in enhanced color gamut and will observe quick penetration into the market after 2018. Continuous improvement of the quality of displays is a key demand of companies that market display based products. QD technology is particularly attractive as it allows absolute improvement in the quality of LCD displays so that they can compete with next generation OLED products.

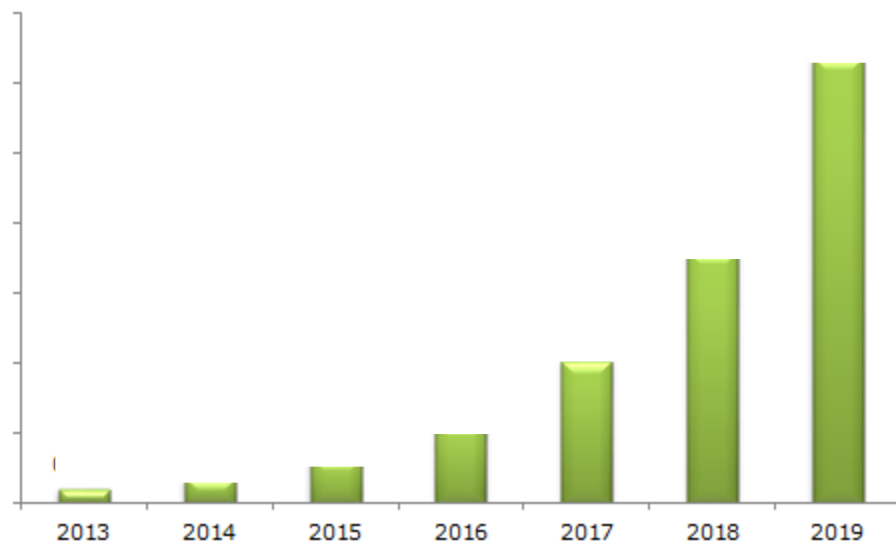
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QD-TV shipment sector observed initial shipment of Million units in 2014. With launch of QD-TV by the companies such as LG and Samsung the overall shipment is expected to reach Million units in 2015. The shipments of QD-TVs are further expected to reach Million units in 2019. Global quantum dot TV market is expected to grow at CAGR offrom 2014 onwards.

Global QD-TV Shipment-2014-2019-Million Units



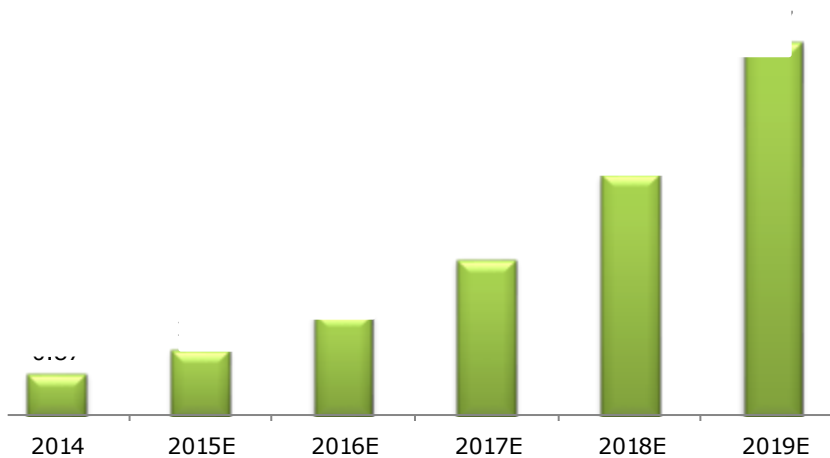
Global QD-TV Market-2014-2019-US\$ Billion



Global Quantum Dot TV Market: Penetration Rate

Quantum dots are expected to penetrate in LCD to....% in 2019. The industry will observe a hike in penetration rate after 2016 which will drive the growth from...% to ...% in 2018. The penetration rate of QD-TV in global TV market is expected to increase to....% in 2019 from ...% in 2014. The quantum dot TVs will lead growth in the premium TV market because sizing-up and resolution growth are relatively easy for quantum dot TVs as compared to OLED TVs and also quantum dot TV prices are expected to cost less than OLED TV after 2017 which will increase the penetration rate of QD-TV to.....%.

QD TV Penetration Rate in Percent (2014-2019)



Quantum Dot Penetration in LCD-TV (Percentage)

