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**Abstract: Phosphorescent OLED Technology**

OLED displays are now in commercial production for a range of products from cell phones, tablets, UHD TV's, and newly emerging applications such as AR/VR headsets, wearable devices and solid-state lighting. OLEDs offer excellent visual performance, and through the use of phosphorescent OLED (PHOLED) technology, lower power consumption than AMLCDs. OLEDs possess novel features such as transparency and flexibility, which will further increase their market potential over the next few years, and are already providing a much greater differentiation from previous display technologies.

UDC is a pioneer in the development and supply of phosphorescent OLED technology and materials for both display and lighting applications. In this presentation we outline how we are ensuring that our PHOLED technology meets the ever more demanding performance requirements of future products, and we will outline how our technology can further improve their performance and lower cost.

Bio:

Dr. Mike Hack is VP of Business Development at Universal Display and is responsible for developing and commercializing advanced high efficiency next generation OLED products, with a special focus on flexible display applications and solid-state lighting. Prior to joining UDC in 1999, he was associated with dpiX, a Xerox Company, where he was responsible for manufacturing flat panel displays and digital medical imaging products based on amorphous silicon TFT technology. Dr. Hack received his Ph. D. degree from Cambridge University, England in 1981 and was elected an SID Fellow in 2007.
