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**Robert J (Bob) O'Brien**  
Co - Founder and President  
DSCC



**Aspect: Global TV Market Outlook**

TV is by far the largest application for the display industry in area terms, driving investment decisions and innovation in performance and cost.

Bob will provide DSCC's outlook for the TV market including the technology battle between LCD and OLED, advanced LCD technologies such as quantum dots, screen size mix and other factors.

**Bio:**

**Bob O'Brien** has decades of experience turning market and business analysis into strategic insights in the display and electronics industries. As Director of Market Intelligence and Strategy for Corning Glass Technologies, Bob developed an intelligence infrastructure to inform pricing strategy, product development, marketing communications, and customer service strategy, and developed external communications for investors and customers to realize strategic Corning's industry leading position.

Bob led the CGT intelligence team in building critical tools for analysis of both short- and long-term dynamics in the LCD industry. In response to Corning's vulnerability to supply/demand swings, Bob developed an analytical model for predicting glass demand based on the supply/demand dynamics of LCD value chain; the output of this model is frequently quoted in Corning's earnings release and other communications. To increase understanding of the long-term dynamics of TV replacement, Bob led the efforts on consumer survey work to understand the replacement cycle of TV. As the cover glass market matured, Bob led the effort to explore and develop the Gorilla glass business in emerging markets.

Prior to Corning, Bob worked in engineering, product marketing, finance, and business

intelligence for Philips Display Components and LG.Philips Displays. At Philips, Bob led a multi-division team evaluating potential opportunities in large display technologies, with comparative market and technology analysis of LCD, PDP, CRT, and projection. Bob prepared and executed financial and marketing expertise on the plasma display business for the due diligence process during the 2001 international merger which formed LG.Philips Displays.

Bob holds a BS in Applied and Engineering Physics from Cornell University and an MBA from the University of Michigan Business School. He lives in Ann Arbor, MI with his wife Mattie and three sons.

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