

**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, the threat of MicroLED, and other factors.

Bob will also include unique insights to the US-China trade war and its impact on the display industry, and the implications of Foxconn's plans to build an LCD plant in the US state of Wisconsin.

**Bio:**

**Robert J (Bob) O'Brien** has decades of experience turning market and business analysis into strategic insights in the display and electronics industries. In June 2016 Bob launched Display Supply Chain Consultants as Co-Founder and President. DSCC provides insights and analysis in markets and technology covering the entire display supply chain industry. At DSCC, Bob leads the activity on OLED Materials (which includes emitter materials, substrates and common materials in the OLED stack), co-authors the quarterly report on OLED Supply/Demand and leads the analysis on displays for TV.

Prior to DSCC, Bob spent 10 years leading intelligence groups at Corning. 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.

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 holds a BS in Applied and Engineering Physics from Cornell University and an MBA from the University of Michigan Business School.