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**Abstract:**

Merck now is taking another leap forward to create values in the display industry, leaving behind our long journey from the discovery of Liquid Crystals to the golden age of LCDs. In the presentation, we'd like to show what Merck is preparing for the next years. Still LC materials have a huge potential to make new form factors in the display and new applications beyond the display as well as to enhance the display performance. Polymer wall is one of technologies that make LCDs flexible, and self-alignment technology enables new LCD fab process, smart window/smart lighting technology will give a different view when combined with the display. And QD materials in the pipe-line is expected to be applied for the enhancement of color performance.

**Bio**

**Dong-Mee Song** is a Global Technical Marketing Manager in Korea and responsible for Promoting of Merck's technology advantages, Technology intelligence, and Business development. Prior to joining Technical Marketing in 2018, she had worked in R&D for more than 12 years. In the beginning, she was involved in the development of LC products for LCD TV as well as IT/mobile applications, and later she was more dedicated to the research and development of new technologies and the new applications beyond display such as smart window, smart antenna, smart lighting etc. And she also has an experience in the field of optical components and organic electronic materials. She received a PhD in Chemical Engineering from Hong-ik university, and now is a Committee member of LC research group of KIDS.