

iMID 2018

August 28 - 31, 2018 / BEXCO, Busan, Korea



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Exhibitor Introduction	<p>Merck is a leading science and technology company in Healthcare, Life Science and Performance Materials, developing technologies that improve and enhance life. In Performance Materials business, we develop specialty chemicals for demanding applications, from liquid crystals and OLED materials for displays and lighting to effect pigments for coatings and cosmetics through to high-tech materials. Merck started its business in Korea in 1989. Merck inaugurated Technical Center in 2002 and Advanced Technology Center to improve R&D and manufacturing capacities by providing high quality products in the rapidly increasing display market in 2010. In 2011, OLED application lab was launched as the first outside Germany. In 2014, Merck integrated AZ Electronic Materials, creating a leading solutions provider in the premium segment of high-tech materials and functional specialty chemicals, widely used in integrated circuits and devices, flat panel displays, and LED. In 2015, Merck inaugurated OLED Application Center. Merck is supporting scientists in all display technology areas by granting 'Merck Award' since 2004 and 'Merck Young Scientist Award' since 2006 at IMID. With 'Displaying Futures Award' since 2016, we support scientists who expanded boundaries in the Performance Materials field and other area such as healthcare and life science through innovative future business idea.</p>

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Exhibit Description

Merck never ceases combining various technologies in order to create the ultimate, PERFECT PIXEL with vast and innovative portfolio of high-tech display solutions with Liquid Crystals, Organic Light-Emitting Diodes (OLEDs) materials, Quantum materials, Reactive Mesogens, Photoresists, Improved Phosphors, State-of-the-art Liquid Crystal Mixtures for Display as well as beyond display such as Automotive and Architecture.

Exhibit Product

 A blue infographic titled 'POWER TO THE PIXEL' in large, bold, white letters. The Merck logo is in the top right corner. The infographic lists several technologies and their benefits:

- LIQUID CRYSTALS**: Technology leader by continuous innovation.
- OLED MATERIALS**: Make it bright. A new dimension in display and lighting technologies.
- QUANTUM MATERIALS**: Major leap in color range and peak brightness.
- LED PHOSPHORS**: Advanced materials for LED manufacturers.
- OTFT MATERIALS**: Flexibility and robustness.
- PHOTORESISTS**: For premium patterning processes.
- SILAZANES**: Ultra-thin barrier coatings.
- SILOXANES**: Functional dielectrics.
- REACTIVE MESOGENS**: Formulations for brighter, clearer communication.

 At the bottom, it says 'DISCOVER OUR DISPLAY SOLUTIONS: www.merckgroup.com/kr-ko'.