

Changing Display Industry with Disruptive Innovation

Dr. JS Choi

President and CEO, Samsung Display Co., Ltd., Korea

For the past three years, as the world lived through the pandemic together, new forms of lifestyle quickly emerged in all areas, including work, social, entertainment, and healthcare. When the pandemic comes to an end, part of our daily lives will return to normal. But the structural transformation from the physical to the virtual world will not stop but continue. And this is where displays play an important role as a window that connects the physical world to the virtual world.

But this is not the first time displays lead the changes in consumers' lifestyles. Looking back, displays have been serving a dominant role in turning points in consumers' lifestyles. Nowadays, divergence of electric devices is taking place in the market to meet the segmented and evolving needs of customers. In the era of divergence, seamless experience matters as multiple devices are used, being 'connected.' Also, development of software technologies such as game engines and fierce competition in the OTT industry are upgrading video quality and standards. The transition to the self-luminous display is natural because it fits well with all these emerging trends.

Recently, Samsung Display officially exited from the LCD business because it's time to be proactive. To respond to the demanding needs of the market, we believe this is high time to move forward rather than stick to LCD. Built upon the success in smartphones, Samsung Display will create another success in TV, IT, automotive, and gaming segments, and identify new application areas proactively. All technologies presented today may lead display ecosystems and research activities for disruptive innovations and value chain expansion. In addition, the pursuit of ESG values and smart factory will totally change the landscapes of display industry in the near future.

About Samsung Display

Samsung Display Co., Ltd. is an industry leader in providing cutting-edge display solutions around the world. The company diversifies its display markets to not only smartphones, TVs, laptops, and monitors but also smartwatches, VR, game consoles, and automotive applications. Furthermore, it has close partnerships with a variety of global manufacturers.

Headquartered in South Korea, with a range of large-scale facilities, Samsung Display has production plants in China, Vietnam, and India, and operates sales offices in nine countries worldwide. Known for its innovation, Samsung Display is leading the foldable display market, enabling the world's first mass-production of OLED, endeavoring to develop next-generation technology such as high image quality QD(Quantum Dot)-OLED, slidable and stretchable panels to provide extraordinary experiences and endless possibilities for consumers.

Samsung Display has been prioritizing environmental and social values in the entire process of product manufacturing. The company will further evolve into a sustainable organization dedicated to environmentally-sound products that contribute to the betterment of humanity.

For more information, please visit www.samsungdisplay.com or <http://global.samsungdisplay.com/>.