



# LARGE DISPLAY REPORT

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*Technology, Product, Market and Business News and Analysis for Large Area Display Systems, Components and Supply Chain*

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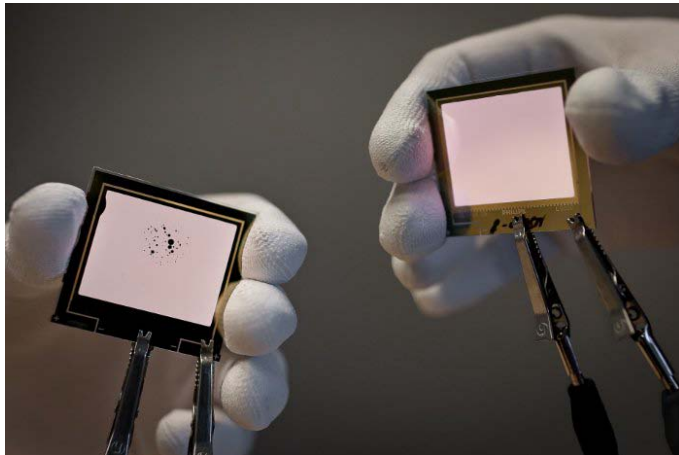
participating companies have achieved innovative advantages that are intended to be expanded as a part of the funded project.

[Read more ...](#)

## Rolic OLED Engineering Center Opens

Swiss based Rolic Technologies announced they will open an OLED engineering center focusing on rapid implementation of OLED technology for its industrial customers. The group will co-locate in Eindhoven, the Netherlands, the same city as technology partner, Dutch based Holst Center. That group is helping empower new flexible displays and electronics through barrier film development to extend lifetime and efficiency of the organic light emitting diode technology.

Calling their approach a “forward integration process,” Rolic said the new OLED engineering center will help move research from the lab to the industrial manufacturing process through cooperative development with its business partners. “This will be achieved in close cooperation with locally specialized production companies. The goal is the fast realization of Rolic’s research and development work into industrial process solutions. The close cooperation with locally base companies “shall considerably reduce the time to market,” the company said in a recent [press release](#) announcing the move. The company has three business units that include Displays, Security and OLED Lighting.



*Rolic and Holst Center developed a barrier film to eliminate defects (pictured Lt.) in OLED panels like this Philips Lumiblade panel, source: OLED-info.com*

Rolic is best known for modifying surfaces on a nano scale developing light management techniques using polarized light to improve optical effects. The company has products that include display encapsulation and OLED water barriers and worked in roll-to-roll production manufacturing. It has also partnered with the Holst Center, (as a member) that announced breakthroughs in barrier film technology for mass production. These barriers protect electronic components from moisture and oxygen in the manufacturing process.

Key target areas for Holst and others working in flexible electronics in

displays is roll-to-roll deposition on polymer or glass substrates. The group is also targeting conductive materials that are printed using an ink-jet process and nano-particles. For more details on the Holst Center work, see Ken Werner’s Mobile Display Report coverage (12-2012) of a talk given by Holst’s Paul Breddels at the Latin Display conference.

For its part, Holst center is best described as an open innovation initiative that operates in a “pre-competitive” research mode in cooperation with Holt scientists and members companies. The Rolic move to Eindhoven is seen as going beyond this pre-competitive development stage and will be used for both application support for the Rolic Switzerland business units, as well as

testing and validating new innovations as they move from lab to production processes in manufacturing for their customers that include displays (flexible electronics) and OLED lighting.

For display makers the pressure is on for delivery of flexible electronics that require whole new manufacturing processes with high yields if they are to be profitable. Back in April, LG said they will deliver flexible OLED products no later than Q4'13 in a flexible OLED smartphone display, during an April 24 conference call with investors. But the flexible OLED technology (as well as rigid glass based OLEDs) has been more difficult than top tier manufacturers first imagined; and delays in delivery are more the rule than the exception in this space. For more details, see our April Display-Central coverage of the [LG Flexible Smartphone](#) announcement and the David Barnes [Improved Moisture Barrier coverage](#) on high moisture barrier options in the manufacture of flexible electronics. One thing is certain, manufacturing and yield issues must first be solved if we are to see the wearable devices (Apple's "iWatch" et al) using flexible displays finally come to market. The Rolic move may play a big role in bringing this to pass. –*Steve Sechrist*

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### **Supported Project “cyCESH” for Cost-Efficient Printed OLEDs**

The launch of the BMBF supported project cyCESH: [cynora GmbH](#), [Novaled AG](#), and [Regensburg University](#) explore new functional materials for printed organic light emitting diodes (OLEDs) for lighting applications. On June 1, 2013, BMBF launched the project cyCESH involving cynora GmbH, Novaled AG, and the University of Regensburg with the group of Prof. Dr. Hartmut Yersin. The project is set to run for a duration of three years with a total funding of 6.1 million euros. The research of new soluble materials for the inexpensive production of organic light emitting diodes (Organic Light-Emitting Diodes – OLEDs) and the production of OLED devices with high efficiency are the main focus of the project.

[Read more ...](#)

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## **Display Industry**



### **SMPTE and Insight Media to Add Business Track and 4K/UHD Demonstrations to SMPTE Symposium**


“Next-Gen Image Formats: More, Better, or Faster Pixels?”

Symposium Will Address Technical, Business, and Practical Aspects of 4K/UHD Roll Out

The Society of Motion Picture and Television Engineers (SMPTE), the worldwide leader in motion-imaging standards and education for the communications, media, entertainment, and technology industries, today announced that it is partnering with Insight Media, a leading display-oriented market research and publishing company, to produce the business track within the SMPTE Symposium, which is titled “Next-Gen Image Formats: More, Better, or Faster Pixels?”

## Newsletter Editorial Matrix

		Subscription-based monthly newsletter, approximately 100 pgs. Priced by number of readers & locations. Pricing starts at \$1,500/year for 12 issues. Delivered as a pdf file.
Coverage:	News, Analysis & Trade Show coverage of key Projection and Flat Panel Display Technologies and their fit in the industry food chain	
Readers:	Technologists, product planners, engineering and manufacturing personnel, and sales and marketing personnel in display products and display component industries, senior executives, CTO, CEOs, GMs, VPs and EVPs	
Focus:	Covers all aspects of the big-screen displays, including front- and rear-projection, LCD and PDP products, and manufacturing. Additional coverage focuses on key display components (electrical, optical and illumination) and supply chain issues, alternative display technologies, 3D displays, display manufacturing, market research reports, trends in HDTV delivery standards, Digital Signage, Digital Cinema and selected financial results. Articles provide insight into new technology developments/trends and their impact on the display and related industries.	
Benefit:	Provides a comprehensive monthly summary of key news with analysis, covering technology, product, market and business news over the entire display industry offering competitive intelligence, trend tracking, new technology sourcing/partnering ideas and information. We aim to spot opportunities and problems before others and help readers avoid costly mistakes. Compiled archive serves as excellent searchable business intelligence database on the display industry.	
		Subscription-based monthly newsletter, approximately 40-50 pgs. Priced by number of readers & locations. Pricing starts at \$1,000/year for 12 issues. Delivered as a pdf file.
Coverage:	News, analysis and show coverage	
Readers:	Geared toward product planners, design engineers, engineering managers, manufacturing personnel, sales and marketing personnel.	
Focus:	Mobile displays (LCD, OLED, MEMS) for cell phones, portable media players, portable DVD players, eBooks, cameras and camcorders, and ultra-portable PCs. Personal displays featuring microdisplays for head-wearable displays, small form-factor displays (including 3D), embedded or nano-projectors, micro-projectors and electronic viewfinders.	
Benefit:	Provides in-depth understanding of trends in the personal display and small display markets to aid in competitive intelligence, trend tracking, new technology sourcing/partnering ideas and information to avoid costly mistakes.	

		<b>FREE</b> daily e-newsletter providing fast analysis of breaking news in the entire electronics industry to keep you informed and to enable quick reaction to opportunities and problems. Delivered as an html e-mail each day or available on our Website ( <a href="http://www.displaydaily.com">www.displaydaily.com</a> ).
One to two pages daily, supported by advertisers.		
Readers:	Geared toward a wide audience, from technologists, product planners, engineering and manufacturing personnel, and sales and marketing personnel to senior executives, CTO, CEOs, GMs, VPs and EVPs in technology, engineering, manufacturing, sales and marketing in the display, electronics, content distribution and TV accessory industries.	
Focus:	Captures fast-breaking news of interest to a broad range of people in the consumer electronics and professional display industries. Articles provide news, but with additional commentary and analysis from the world-class display experts at Insight Media. Coverage is broad and includes display technology, business, markets or applications, plus content delivery, storage and distribution. <i>Display Daily</i> provides a first look at a news event, with more comprehensive coverage following in our subscription-based newsletters.	



## About Large Display Report

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### About Insight Media

Insight Media ([www.insightmedia.info](http://www.insightmedia.info)) is a publishing, market research and consulting firm focused on the display industry. Our core team of world-class display experts provide news, intelligence, analysis and assistance to the entire display value chain. This value chain includes professional and consumer displays, the components and subsystems that compose these displays, and the end products where these displays are used. Our

scope is broad — from cell phone to digital cinema projectors — and our focus is on industry players, not consumers.

Insight Media provides daily and monthly news and analysis, yearly technology/market reports, annual business development conferences, educational Webinars and seminars, and strategic and tactical consulting services. To learn more, visit: [www.insightmedia.info](http://www.insightmedia.info).

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