

Reference Materials

1. What is an OLED Display?

An OLED display is as a spontaneous luminescence display device in which the organic material spontaneously illuminates when exposed to an electric current. No backlights or color filters are required, and this makes it possible to significantly reduce the number of components used. For this reason, OLED displays are expected both to save resources and to reduce energy consumption at the manufacturing stage. Additionally, because of its outstanding motion image responsiveness and vivid color display, this technology has attracted attention as the next-generation flat display.

2. OLED Market

According to a private market research company DisplaySearch, the scale of the rapidly growing OLED market is projected to reach 1.05 billion dollars in 2009 and 3.33 billion dollars at the end of 2010.

3. Corporate Profiles

LG Display Co., Ltd.

- (1) Date of Establishment : February 1985
- (2) Location of Head Office : Yeoido-dong 20, Yeongdeungpo-gu, Seoul
- (3) CEO : Kwon Young-soo
- (4) Capital : 1,078.9 billion won (As of the end of March 2009)
- (5) Number of Employees : 27,000 (As of the end of March 2009)

Idemitsu Kosan Co., Ltd.

- (1) Date of Establishment : March 30, 1940
- (2) Location of Head Office : 1-1, Marunouchi 3-Chome, Chiyoda-Ku, Tokyo
- (3) President : Akihiko Tembo
- (4) Capital : 108.6 billion yen (As of the end of March 2009)
- (5) Number of Employees : 7,826 (As of the end of March 2009) Consolidated