

Clear Path of OLED Manufacturing Technology for TV Application

Dr. James (Jueng-Gil) LEE

OLED Expert, Former Principal Technologist, Apple

- M.S. in Material Science from Seoul National University in Korea (1983)
- Ph.D. in Material Science from Tohoku University in Japan (1990)
- Senior Manager at Samsung Electronics in Korea
- Research Fellow at LG Display since Aug. 2009
- Principal technologist at Apple since Jan. 2013

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(제2연구동 1층 첨단강의실 83188호)

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Abstract

OLED TV, with its superb image quality and design differentiation, is expected to create the next premium TV market successfully. LG Display/Samsung Display/Panasonic/Sony has demonstrated excellent looking 55"/65"/77" 4K2K OLED TV with different OLED technology(TFT B/P : LTPS, Oxide TFT, OLED : White OLED + CF, RGB SBS(SMS), RGB Printing, Bottom & Top Emission).

The "Key Success Factors for OLED TV Commercialization" are (1) Excellent Product Performance (2) Technology Scalability(>G8.5) & Reliability (3) Cost Competitiveness. Based on these factors, I will present to you the analysis of TFT B/P and OLED technology and provide the clear path of OLED TV manufacturing technology.

The year 2015 is a big year for OLED industry. It will be the first year when the Gen.8.5 OLED will start manufacturing its volume production of 55"/65"/77" 4K2K OLED TV. Consequently, LG Electronics/LG Display will start creating premium TV market aggressively.

The cost competitiveness over existing LCD TV is always the biggest barrier to create the next premium TV market successfully. In order to have the cost competitiveness of OLED TV and to successfully penetrate the premium TV market, I will present strategy of cost innovation and emphasize 3 parties' close business collaboration(OLED Display makers/material/equipment makers) with win-win business relationship.

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