## [총회초청 ]]

## The Prospects of FPD Market and Technology

Jong Duk Lee
Samsung Display Devices Co., LTD
&
Seoul National University

## **Abstracts**

Recent advances in various display technologies have resulted in performance that rivals traditional CRT technology. The development of FPD (flat panel display) technology is so remarkable that FPD production has reached 19 percent of total display production. LCD technology has expanded in the computer and communication area without precedent. FPD technology is preparing a second leap for substitution of the CRT in the display market. Since large size TV and desktop monitor products are expected to commercialize from the year of 2000, development programs, capital investment and strategies for accomplishing these goods Even though CRT exhibits good performance as have already started. an ideal display, its deficiencies such as large volume, heavy weight and high power consumption do not satisfy the desire of modern society, and therefore cause the growing demand for FPD technology.

In introduction, FPD technology is classified and the principle and the operation of each technology are discussed. In 2nd part, market trend versus technology will be presented, and the technology trend will be followed in 3rd part. In the 4th part, it is shown how the decreasing cost of CRT and LCD influences on market and technology development. Finally, the strategies of leading nations and companies will be introduced.