

## Share of In-Cell Solutions in Smartphone Display Market to Reach 29.6% in 2017 as TDDI Chips Becomes Increasingly Available, Says TrendForce

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WitsView, a division of [TrendForce](#), finds that the share of In-Cell products in the global smartphone display market will expand to 29.6% by the end of 2017. The recent rapid adoption of In-Cell solutions among panel makers is due to the increase in the supply of IC components related to Touch with Display Driver Integration (TDDI).

### About TrendForce

TrendForce is a global provider of the latest development, insight, and analysis of the technology industry. Having served businesses for over a decade, the company has built up a strong base membership base of 435,000 subscribers. TrendForce has established a reputation as an organization that offers insightful and accurate analysis of the technology industry through five major research divisions: DRAMXchange, WitsView, LEDinside, EnergyTrend and Topology. Founded in Taipei, Taiwan in 2000, TrendForce has extended its presence in China since 2004 with offices in Shenzhen and Beijing. For more details about TrendForce, please visit [www.trendforce.com](http://www.trendforce.com)

#### Major research divisions:

**DRAMeXchange** focuses on memory, storage and the consumer electronics industry including PC DRAM, Mobile DRAM, Server DRAM, NAND Flash, SSD and smartphone.

**WitsView** offers comprehensive coverage of the display industry from upstream components, midstream panels/touch modules to downstream system integrators, brands and channels.

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