

Mini LED May Have a Chance to Compete with OLED in Markets of Large-size TV and High-end IT Products, Says TrendForce

2018-05-08 [TrendForce](#)

TrendForce ([WitsView](#))'s latest report New Display Technology Cost Analysis, some manufacturers have focused on the development of Mini LED, expecting it to become a transitional product before Micro LED is ready for mass production. The architecture of Mini LED is similar to that of current LED backlight in LCD displays, so no major change in the design is needed. However, Mini LED is bound to face the direct competition from OLED in the sector of consumer electronics such as smartphones and TV. For the short term, large-size TV and high-end IT products will be the segments where Mini LED has the chance to compete with OLED.

Comparable to OLED in color saturation and cost

Mini LED may target at high-end IT products if costs are not a priority for vendors

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

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.

LEDinside covers all aspects of the LED supply chain from upstream equipment/materials, midstream chip/packaging to the downstream backlight and lighting market.

EnergyTrend specializes in green energy research, such as solar energy, lithium battery, energy storage systems and xEVs.

Topology studies structural trends of technology industries in the Greater China Region and beyond, focusing on semiconductors, photovoltaic technology, telecommunications, and IA.

Media Contact

Pinchun Chou +886-2-8978-6488 ext.669 PinchunChou@TrendForce.com

Lindsay Hou +886-2-8978-6488 ext.667 Lindsayhou@TrendForce.com

Source URL: Trendforce - Press Center [Mini LED May Have a Chance to Compete with OLED in Markets of Large-size TV and High-end IT Products, Says TrendForce](#)