

As Competitiveness of High-end TV with Mini LED Backlighting Rises, Panel Manufacturers Rush to Develop Active Matrix Technology, Says TrendForce

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- Mini LED backlighting represents a significant upgrade in display technology and is becoming more and more cost-competitive.
- Active matrix products are the key to increasing Mini LED presence in the high-end TV segment.

New Display Technology Cost Analysis quarterly report from the [WitsView](#) research division of [TrendForce](#), Mini LED backlighting has significantly lowered the cost of display modules used in 65-inch 4K TVs. These display modules are estimated to see approximately 5-10% cost reductions compared to 2018 costs. This is expected to accelerate the widespread adoption of Mini LED.

Active matrix (AM) products have the potential to increase the technology penetration of Mini LED backlighting in the high-end TV segment

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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.

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