

LED Backlights Breathe New Life into Mature Monitor Market

General Electric

AUSTIN, TEXAS, December 3, 2009—Capitalizing on the slim form factor and energy savings potential, the use of light-emitting diodes (LEDs) in LCD monitor panels is growing rapidly. Although the desktop monitor market is mature, panel makers and brands are working together to develop new features such as slimness and lower power consumption to rejuvenate the sector. Panel makers are using LED backlights in mainstream monitor sizes such as 18.5"W, 19"W, 22"W, and 23"W/24"W. Although LED backlight penetration in monitor panels was only 1.4% in Q3'09, current panel maker plans indicate that the penetration could reach 22% in Q3'10, assuming adoption by brands.

According to DisplaySearch's latest [Quarterly LED Backlight Panel Shipment & Forecast Report](#) [1], InnoLux was the leading supplier of LED backlit monitor panels in Q3'09, with 34.4% of unit shipments (Table 1). Other panel makers producing such panels include LG Display, AUO, Samsung and CMO. Brands like Samsung, Dell, LG, Acer, Lenovo, BenQ and AOC began launching LED backlit LCD monitors ranging from 18.5"W to 24"W in Q3'09. In Q1'10, 20"W, 23.6"W and 27"W panels will enter the market. In addition, there are small LCD TV sizes such as 26"W that are adapting monitor panels, the LED backlight is also bringing the attractions to this segment. TV brands like Vizio are promoting 18.5"W and 23"W LCD TV using LED backlit monitor panels, and more brands are expected to join in 2010.

Table 1: LED Backlight LCD Monitor Panel Shipment Share in Q3'09

Supplier	Market Share	Q3'09 Products	New Products from Q1'10
InnoLux	34.4%	18.5"W, 19"W, 22"W, 23"W	20"W
LG Display	28.1%	21.5"W, 22"W, 24"W	18.5"W, 23"W
AUO	21.5%	18.5"W, 21.5"W, 24"W	
Samsung	12.8%	22"W, 23"W, 24"W	18.5"W, 20"W, 21.5"W
CMO	1.9%	18.5"W, 22"W	15.6"W, 20"W, 21.5"W
HannStar	1.3%	19"	

Source: DisplaySearch [Quarterly LED Backlight Panel Shipment & Forecast Report](#) [1]

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“LEDs have significant advantages over traditional backlights, such as power consumption, slim form factor, and product differentiation,” noted [Brian Chen](#) [2], DisplaySearch Research Director for TFT LCD & Materials and the author of the report. “While there are still some technical concerns such as brightness performance, the LED backlight premium in the LCD monitor is much smaller than LCD TV. Meanwhile, the awareness of green technology and energy savings factors in LEDs has generated consumer demand. We are seeing panel makers and also monitor brands promoting LED backlights—resulting in panel makers’ aggressive target for 22% penetration in Q3’10.”

The DisplaySearch [Quarterly LED Backlight Panel Shipment & Forecast Report](#) [1] tracks TFT LCD manufacturers’ shipments of LED backlight panels and includes forecasts by size, by resolution, by LED type, and by panel manufacturers and rolling in a eight quarters forecast. This unique report is the most comprehensive way to find out how LED backlight will contribute to growth across the industry, making it a key guide for panel buyers, notebook, LCD Monitor and LCD TV product planners and component makers. For information on the DisplaySearch [Quarterly LED Backlight Panel Shipment & Forecast Report](#) [1], contact Charles Camaroto at 1.888.436.7673 or 1.516.625.2452 or email contact@displaysearch.com [3], or contact your regional DisplaySearch office in [China, Japan, Korea or Taiwan](#) [4].

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