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General Electric

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2011 Likely to be First Time LCD TV Panel Shipments Decline

SANTA CLARA, Calif., November 15, 2011 Shipments of large-area TFT LCD panels were 185.5 million in Q311, unchanged from Q211, but up 12% Y/Y. Revenues reached $19.2 billion, down 2% Q/Q and 11% Y/Y. According to the DisplaySearch *Quarterly Large-Area TFT LCD Shipment Report* [1], panel makers are targeting a very modest 2% growth in shipments for Q411, as downstream manufacturers and brands are expected to prepare for the holiday season. Revenues are not expected to grow, however, because panel prices are still not showing signs of a rebound.

The TFT LCD industry has been in over-supply for six quarters in a row, and while panel prices rebounded slightly in Q211, it was only short term, noted David Hsieh [2], Vice President, Greater China Market, DisplaySearch. Q311 panel shipment growth has been hampered by stagnant economic conditions, especially for IT products and TVs. Panel makers did not achieve their goal of growing Q311 shipments 7% Q/Q, and slow demand has been eroding panel prices in Q311.

According to DisplaySearch estimates based on panel makers shipment targets in Q411, 209 million LCD TV panels will be shipped in 2011, 5% less than the 220.8 million shipped during 2010. This would make 2011 the first year that LCD TV panel shipments decreased.

In Q311, only notebook and tablet PCs panel shipments increased Q/Q. As in Q211, tablet PC demand showed the strongest momentum, up 21% Q/Q and 246% Y/Y, while notebook PC panel shipments grew by 4% and 22%, respectively. Monitor panel shipments fell by 5% Q/Q, LCD TV panel shipments were nearly flat, and mini-note panel shipments fell 30% Q/Q.

Table 1: Large-Area TFT LCD Shipments by Application (Millions)

Application	Q211 Actual	Q311 Actual	Q411 Forecast	Q311 Q/Q Growth	Q411 Q/Q Growth
LCD Monitor	50.9	48.4	48.9	-5%	1%
Notebook PC	48.6	50.4	50.0	4%	-1%
Mini-Note	9.4	6.6	4.9	-30%	-25%

Tablet	17.1	20.7	23.7	21%	15%
LCD TV	52.5	52.8	54.5	0%	3%
Public Display	0.8	0.7	0.7	-11%	-1%
Others	2.8	2.7	2.7	-4%	-1%
Total	182.2	182.3	185.5	0%	2%

Source: DisplaySearch *Quarterly Large-Area TFT LCD Shipment Report* [1]

With the exception of notebook and tablet PC panels, revenues were down Q/Q for all applications due to panel price declines. Monitor, mini-note PC, and LCD TV panel revenues fell by 5%, 34%, and 2%, respectively. For mainstream LCD panels, prices have approached cash costs of the panel makers.

Table 2: Large-Area TFT LCD Revenues by Application (US$ Billions)

Application	Q211 Actual	Q311 Actual	Q411 Forecast	Q311 Q/Q Growth	Q411 Q/Q Growth
LCD Monitor	$3.8	$3.6	$3.6	-5%	-1%
Notebook PC	$2.3	$2.4	$2.3	2%	-2%
Mini-Note	$0.3	$0.2	$0.1	-34%	-31%
Tablet	$1.2	$1.3	$1.5	12%	16%
LCD TV	$11.3	$11.1	$11.1	-2%	0%
Public Display	$0.2	$0.2	$0.2	-4%	0%
Others	$0.3	$0.3	$0.3	-5%	-6%
Total	$19.5	$19.1	$19.2	-2%	0%

Source: DisplaySearch *Quarterly Large-Area TFT LCD Shipment Report* [1]

The DisplaySearch *Quarterly Large-Area TFT LCD Shipment Report* [1] covers the entire range of large-area panels shipped worldwide and regionally. The report analyzes historical shipments and forecast projections with 100% coverage of panel makers. Authored by industry experts, the *Quarterly Large-Area TFT LCD Shipment Report* [1] provides some of the industrys most detailed information and insights. It is delivered in PowerPoint and includes Excel-based data and tables. For more

information on this report, please contact Charles Camaroto at 1.888.436.7673 or 1.516.625.2452, or contact@displaysearch.com [3] or contact your regional DisplaySearch office [4] in China, Japan, Korea or Taiwan.

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SOURCE [12]

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Links:
[1] http://www.displaysearch.com/cps/rde/xchg/displaysearch/hs.xsl/quarterly_large_area_tft_lcd_shipment_report.asp
[2] http://www.displaysearch.com/cps/rde/xchg/displaysearch/hs.xsl/analysts_dhsieh.asp
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