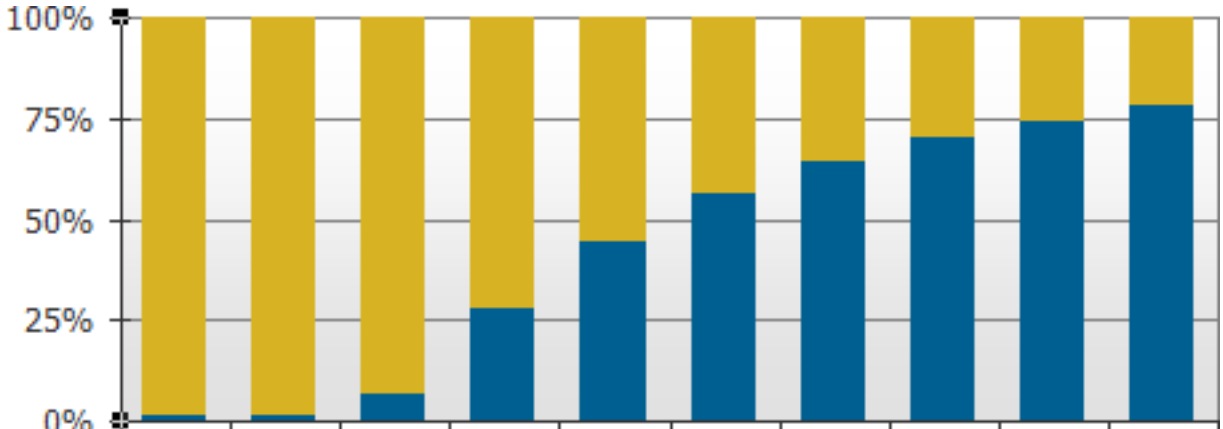
LED Backlight Shipments Skyrocket as CCFLs and EEFLs Lose Ground

AUSTIN, TEXAS, November 17, 2009 Light-emitting diodes (LEDs) will become the dominant large-area TFT LCD backlight unit light source by 2011 with a 56% share, according to the most recent DisplaySearch *Quarterly LED & CCFL Backlight Report* [1]. Traditional backlights using fluorescent tubes (CCFL and EEFL) for notebook PC, monitor, and TV displays will drop to 44% of the market in 2011. DisplaySearch forecasts that LED penetration will skyrocket to 78% in 2015.
With the transition to LEDs already taking place in the notebook PC segment, DisplaySearch forecasts LED penetration in large-area TFT LCD will reach 27.8% in 2009 (Figure 1). As a result of the LCD TV supply chains efforts to promote LED backlit TVs, and the introduction of new LCD monitors with LED backlights, LED penetration in large-area TFT LCD is forecast to reach 44% in 2010. Traditional CCFL and EEFL backlights are forecast to fall from 72% in 2009 to 55% in 2011.

LEDs have significant advantages over CCFL and EEFL backlights, such as power consumption, slim form factor, enhanced performance and market differentiation, noted Yoshio Tamura [2], Senior Vice President of DisplaySearch and leader of the materials and cost research team. While there are still some technical and cost premium concerns about LED backlights, this is the first time the LCD TV supply chain (including backlight, display and consumer products) has joined forces to aggressively promote the benefits of LED backlight products.

We are seeing a tremendous LED backlight structure improvement, with cost reduction and supply chain revolution efforts, and this will only accelerate over the next five years. LED backlights will continue to drive momentum for continued growth in the TFT LCD industry. As LED backlights gain share in TFT LCD, pressure will be added on emerging display technologies such as PDP and OLED, Tamura concluded.

Figure 1: LED Backlight Penetration in Large-Area LCD



	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
CCFL/EEFL	99.0%	99.0%	93.3%	72.2%	55.7%	43.6%	35.8%	29.8%	26.1%	21.7%
LED	1.0%	1.0%	6.7%	27.8%	44.3%	56.4%	64.2%	70.2%	73.9%	78.3%

Source: DisplaySearch *Quarterly LED & CCFL Backlight Report*
* Excluding Other applications and public display panels

The DisplaySearch *Quarterly LED & CCFL Backlight Report* [1] tracks TFT LCD manufacturers shipments of LED backlights and includes forecasts by size, by resolution, by LED type, and by panel manufacturers through 2010. 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, LCD TV product planners and component makers. For information on the DisplaySearch *Quarterly LED & CCFL Backlight 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].

SOURCE [5]

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