

4K Jumps Into Fast Lane

Written by Bob Snyder
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The music video for Taylor Swift's blockbuster #1 single -- "We are Never Ever Getting Back Together" -- is the first ever to be shot in true 4K using Sony's F65 CineAlta™ digital motion picture camera.

That only serves to prove a point: according to **DisplaySearch**, 4K2K may reach commercial success before AMOLED TV. And content is a large reason why that might happen.

OLED vs. 4Kx2K TV Announcements

Origin	OLED			4Kx2K		
	Brand	Size	Panel Maker	Brand	Size	Panel Maker
Korea	Samsung	55"	Samsung Display	Samsung	70"	Samsung Display
	LGE	55"	LG Display	LGE	84"	LG Display
Japan				Sony	84"	LG Display
				Sharp	60"	Sharp
				Toshiba	55"	AUO
					84"	LG Display
China				Hisense	50"	CMI
					65"	CMI
				Haier	65"	CMI
				ChangHong	55"	AUO
				THTF	50"	CMI

Source: Weekly TV Supply Chain Executive Briefing report

Samsung and LG offer AMOLED TVs, with models seen most recently at IFA 2012. Both companies were to start mass production by Q2 2012, in time for the London Olympic Games. DisplaySearch's David Hsieh says those AMOLED schedules have slipped... all the way to the end of 2012.

His theory is that more vendors appear to be working on 4K LCD TVs, with panel makers such as Samsung Display, LG Display and Sharp gearing up. LCD TV makers *Sony, Sharp, Toshiba, Samsung, LGE, Haier, Hisense, ChangHong* and *THTF* have announced 4Kx2K models.

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Without a [bandwagon](#), the band doesn't march in unison... which is another way of saying makers usually feed off each other's interest in the race to market new technologies.

So what's the problem with AMOLED? Price, of course. Can the consumer tell what differentiates an OLED TV from a large screen LCD with similar slim form factor and image quality?

Meanwhile, 4K TVs offer higher resolutions, a feature that consumers not only recognise (thanks to the success of smartphones, tablets and high-end PCs) but are willing to pay for. 4K content and broadcasting are also moving forward, with improving upscaling technology and Hollywood content available in the format.

Manufacturers also have an easier job with 4K panels-- AMOLED demands entirely different technology, while 4K only changes pixel sizes.

That's why DisplaySearch predicts 4K TV will account for 2% of all LCD TVs by 2017, and 22% of the 50-inch+ segment. Read their blog...

Go [Read David Hsieh on 4K2K Going Faster than AMOLED TV?](#)