Will 4K reach commercial success before AMOLED TV? According to DisplaySearch the success of AMOLED TV might be in question, and not only due to the uncertain start of mass production of the display technology.

Samsung and LG both 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. Only schedules have slipped... to end 2012.

Meanwhile more vendors appear to be working on 4K LCD TVs, with panel makers such as Samsung Display, LG Display and Sharp gearing up to make offerings for the likes of Sony, Sharp, Toshiba, Samsung, LGE, Haier, Hisense, ChangHong and THTF. And as we all know, nothing boosts a technology like a good dose of competition...

OLED vs. 4Kx2K TV Announcements

	OLED			4Kx2K		
Origin	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

Another big question lies on whether customers want to buy an OLED TV-- what differentiates an OLED TV from an LCD with similar slim form factor and image quality, other than higher prices?

DisplaySearch predicts 4K TV will account for 2% of all LCD TVs by 2017, and 22% of the 50-inch+ segment.

On the other 4K TVs offer a higher resolutions, a quality DisplaySearch says consumers not only recognise 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.

Go Faster 4K, Slower AMOLED TV? (DisplaySearch)