

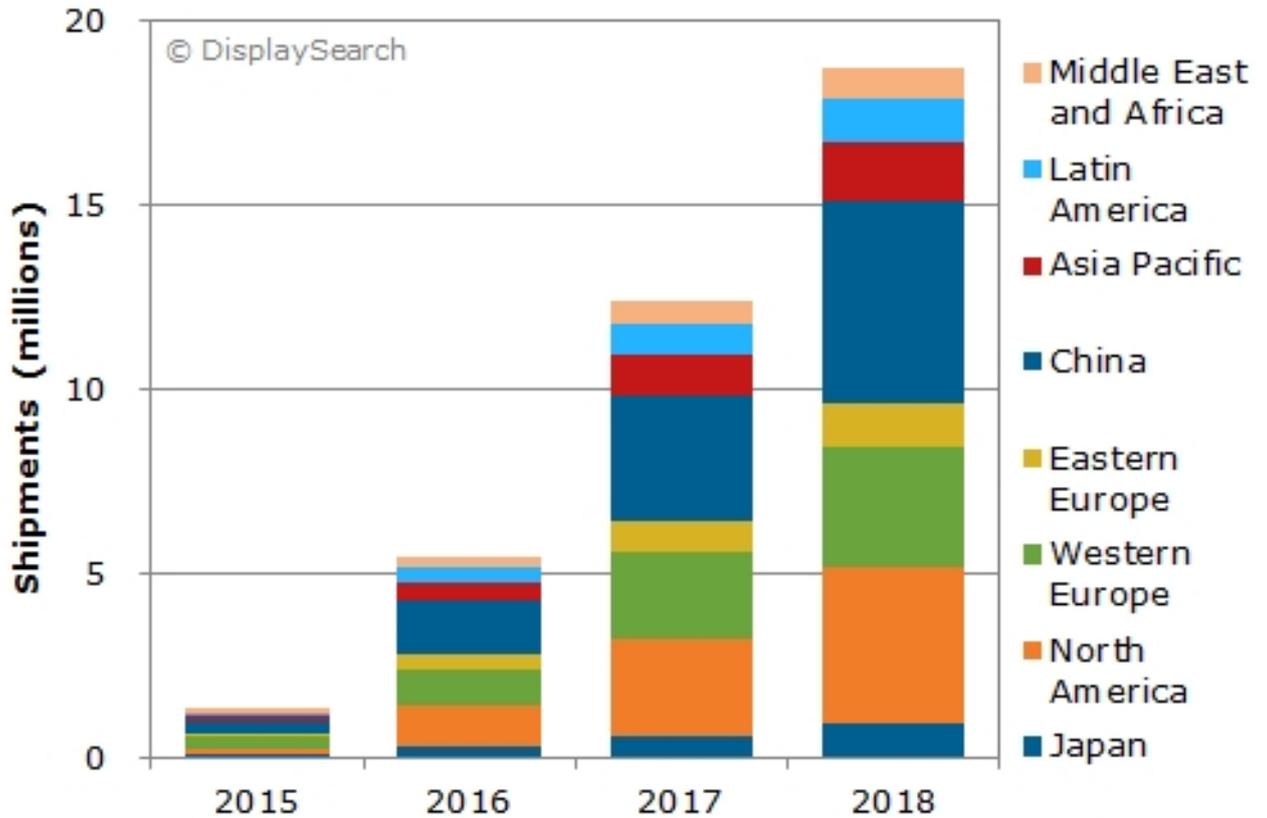
## DisplaySearch: "Explosive Growth" for Quantum Dot TVs

Written by Marco Attard  
14. 01. 2015

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According to DisplaySearch the upcoming wave of quantum dot LCD TVs are set for "explosive" growth, with shipments growing from 1.3 million in 2015 to 18.7m in 2018 as vendors respond to the challenges of OLED technology.

Figure 1: Quantum Dot TV Shipment Forecast by Region



Source: DisplaySearch *Quarterly TV Design and Features Report*

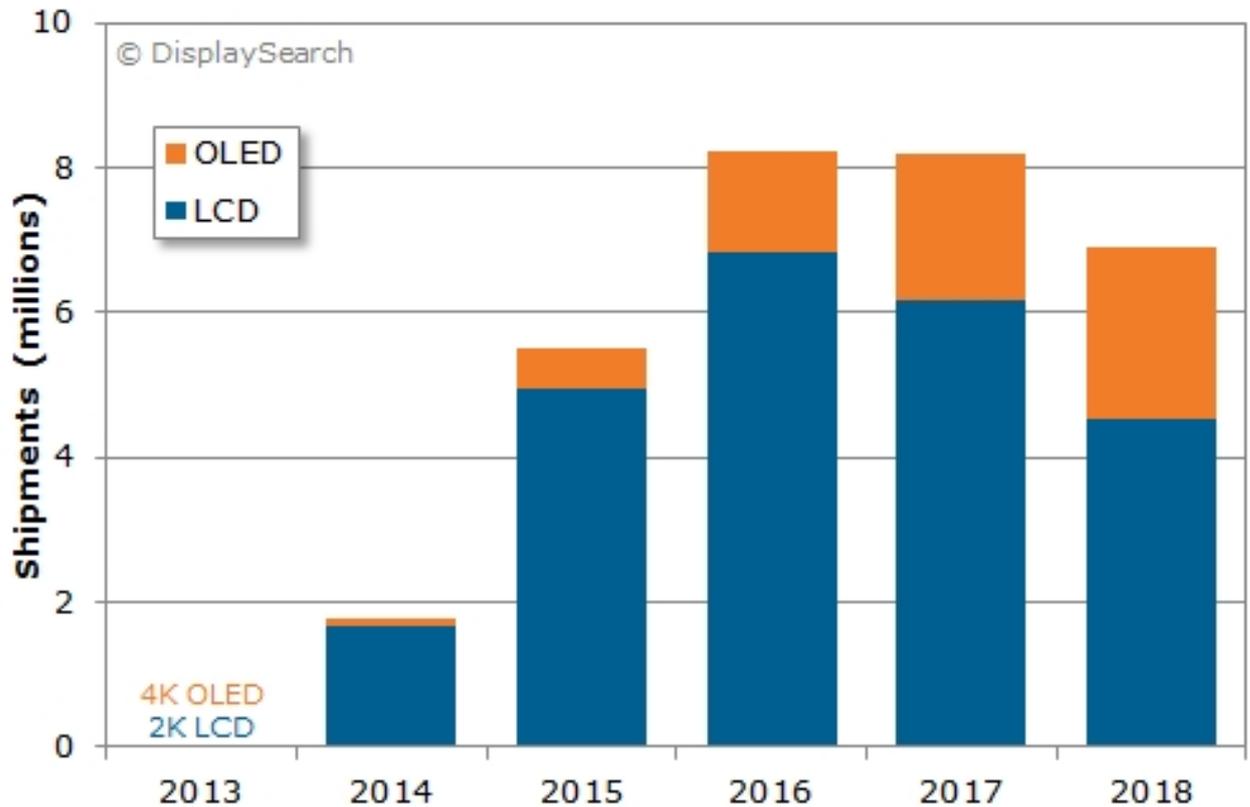
“While LCD technology undisputedly dominates the TV scene, manufacturers continue to innovate, in order to bring additional value to consumers,” the analyst says. “The launch of new 4K UHD services promises to foment another round of innovation, as content creators bring richer, deeper colors to their art. Curved screens are also a popular feature this year, but there will be limited opportunity for growth, as the market for this feature is expected to peak next year.”

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DisplaySearch describes quantum dot as a "weapon" for the creation of even better imagery--especially as broadcasters want to offer more to viewers than simply more pixels.

**Figure 2: Curved TV Forecast by Technology**



Source: DisplaySearch *Quarterly TV Design and Features Report*

Another TV trend DisplaySearch looks at is curvy LCDs. The analyst describes the technology as "another opportunity for innovation," yet while shipments reach 1.8m in 2014 DisplaySearch expects a peak of 8.2m by 2016 and 2017.

Interestingly W. Europe will be the dominant region for curvy TV, with 2016 and 2017 shipments reaching 2.6m, thanks to a European taste for unique design and Samsung's dominant market share.

"Curved TVs are an industry styling fashion, in the same way that sets became very thin when

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the first LED backlights were introduced," the analyst remarks. "In due course, such fashions can burn through, leaving enduring value. For example, the legacy of thin TVs is their lower power consumption. It is easy to dismiss fashion, but it remains a critical element in maintaining value and consumer interest in the TV category."

Go [Explosive Growth Forecast for Quantum Dot LCD TV Technology DisplaySearch Reports](#)