

Panasonic Goes Transparent in Milan

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Panasonic joins Swiss furniture brand Vitra at the Salone del Mobile furniture lifestyle exhibition to reveal a transparent OLED concept display designed to look like a glass cabinet.



The transparent OLED display consists of a wooden frame holding what appears to be a pane of glass. However, once the device is turned on, it transforms into an OLED display. Designed by Scandinavian based designer Daniel Rybakken and Panasonic Design Kyoto, the display features materials such as wood, metal and glass, with the wooden frame hiding all electronic components and housing a lighting element.

Of course, a transparent OLED panel differs from regular OLED sets. Whereas traditional OLEDs feature black panels allowing for the perfect blacks typical of the technology, transparent OLEDs lack such capability for obvious reasons. The result is a display unable to provide perfect contrast ratios, even if the result still looks pretty striking.

So far Panasonic is still to announce whether the transparent TV will emerge from prototype stage as an actual product.

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