

## LG Display: Expect display rollable like newspaper at CES

January 4 2016, by Nancy Owano

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Anyone following tech stories from month to month will recognize LG Display as those tech people focused on "bendy" and "rollable" displays, bolstered by the company's aggressive attention toward novel organic

light-emitting diode (OLED) product concepts.

Not too long ago, actually July 2014, LG Display showed a rollable OLED panel and the word was that LG Display can bring rollable TVs of more than 50 inches to the market in the future. *PCMag* quoted the company as saying it was [using](#) "high molecular substance-based polyimide film" as the backplane of the panel, not traditional plastic.

At the CES this year, LG Display will attract curious visitors with its rollable OLED, with a display device that can be rolled up like a newspaper. LG Display will introduce its technologies under the slogan, Your Imagination, Our Innovation, at a private showroom in the Las Vegas Convention [Center](#).

File under "futuristic concept displays," as the company did in its press release.

"The company will also showcase futuristic concept displays that highlight the dynamic forms that OLED can achieve, including the world's first 30R 18-inch rollable display that can be rolled-up like a newspaper; a 55-inch design concept OLED TV display that is paper-thin since the electric circuits are installed separately; and a matching pair of 65-inch extreme-curve concave/convex OLED displays."

Chickens before eggs? One supposes that is what futuristic concepts are all about. Just don't go looking for a product like this in the coming weeks. *The Korea Times* quoted an LG Display official: "We are already holding key technologies to develop rollable OLED displays. But the market demand has yet to catch up with our expectations. That's why we are still considering whether to mass-produce the rollable OLED panels."

Reporting in *The Korea Times*, Lee Min-hyung noted the company's keen focus on raising the flag over OLED.

Han Sang-beom, who was recently promoted to LG Display vice chairman, he said, had delivered a keynote speech on the future of OLEDs during last year's IFA fair in Berlin. "At this year's tech fair, expectations are LG Display will continue to stress the importance of OLED as the next big thing in the display [industry](#)."

Gerald Lynch in *Gizmodo* saw it as "the latest step in LG Display's push to make OLED its class-leading screen tech. Though Sony, Sharp and Samsung have all dabbled in OLED, it's LG that remains most committed to the visually-impressive but slow-starting display [format](#)."

A *Digital Trends* report by Ryan Waniata in July offered an overview of what OLED means and why it can broaden the scope of the way we view information: "Short for Organic Light Emitting Diode, [OLED](#) screens are often touted for their incredible picture quality, which is considered by videophiles to be superior to traditional Liquid Crystal Displays (LCDs). But it's the malleability of OLED screens that has captured the public's attention, and will create a paradigm shift in how we use displays in the near future. That's because OLED displays can be created not only from glass substrates (as is common right now) but also on bendable plastic materials that allow for a host of other applications."

**More information:** [www.lgdisplay.com/eng/prcenter ...w?articleMgtNo=4962#](http://www.lgdisplay.com/eng/prcenter...w?articleMgtNo=4962#)

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