

Samsung shows transparent 46-inch LCD panel

January 17 2012



Samsung Electronics announced today that it is expanding the transparent display market with production of a 46-inch transparent LCD panel, beginning this month.

Younghwan Park, senior vice president of LCD marketing, Device Solutions, [Samsung Electronics](http://www.samsung.com), said, “Transparent panels, an exciting

application of next-generation [display](#) technology, have unlimited potential to change our viewing habits over the next several years. As a strong supporter of the transparent display market, Samsung plans to develop this technology into a new growth engine for our LCD business.”



Samsung’s 46-inch transparent [LCD panel](#) features a contrast ratio of 4,500:1 with HD (1,366x768) resolution and 70 percent color gamut.

A 2012 CES Innovations Award honoree, Samsung's transparent LCD panel is being produced for a wide variety of retail display applications such as product showcases, commercial freezer doors and platform doors of subway stations in North America, Europe and Asia. Also, it will be used in other applications including e-boards, information windows, medical equipment, e-signage and mobile devices.



Samsung's 22-inch transparent LCD panel, which is now being commercialized, has been well received by customers and potential customers in the mobile devices, jewelry and luxury goods sectors due to its compact size and low power consumption, in addition to its attention-grabbing display qualities.



According to market research firm Display Bank, the transparent display market is expected to grow from US\$0.9 billion in 2015 to US\$87 billion in 2025.

Source: Samsung

Citation: Samsung shows transparent 46-inch LCD panel (2012, January 17) retrieved 3 May 2024 from <https://phys.org/news/2012-01-samsung-transparent-inch-lcd-panel.html>

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