Seven key emerging TV technologies

With the advent and growth of new technologies, the information and communications technology (ITC) industry is getting more diversified and segmented at the same time. TV, which was once a typical home appliance decorating the living room, is now transforming into an intelligent electronic device that receives and displays various electronic signals.

Though living on the same planet, consumers have different primary needs and preferences, largely depending on which market they belong to. In some regions, people have two or more TVs in each household on average whereas those in other regions still get together in one neighbor’s house to watch TV together. Even within the same region or country, people with lesser means may have one cathode ray tube (CRT) TV per household while more affluent others may have a 105-inch curved organic light-emitting diode (OLED) 3D smart TV in every room of their houses.

It is obviously true that TV is developing in the direction of becoming greater in image quality and screen size, thinner and lighter in design, and fuller in function with a lot of value-added features. However, not many people seem to have an overall understanding of the specific driving forces behind the development of TV as well as of the technological background that enables it. In addition, people often have different views on certain issues and on the current status or the projections for marketability of each TV technology. As a result, even TV developers and product planners find it getting harder to take market condition, technology, and industry landscape all into consideration to do their jobs. This has prompted TV market and industry analysts, material researchers, and next-generation technology analysts of IHS to come forward and provide an overview of the current and future trends of their respective area.
The “Displays Growth Opportunities in TVs Report - 2014” by IHS will provide insights of IHS analysts on the most important aspects of the seven key TV technologies, which are marked in red circle in the picture above. The report discusses the latest trends and the growth potential of each technology.

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