

Samsung Mass Produces 16M-color DDI for Mobile Application AMOLEDs

Samsung Electronics Co., Ltd., a leader in advanced semiconductor technology, announced today that it is mass producing a 16M-color display driver IC (DDI) for active matrix-based organic light-emitting diode (AMOLED) displays used in mobile phones and other handheld devices. With outstanding image quality, AMOLEDs are attracting attention from device designers as the next generation display technology of choice.

Mumbai, Maharashtra, IND, 2007-11-12 14:49:35 (IndiaPRwire.com)

Samsung Electronics Co., Ltd., a leader in advanced semiconductor technology, announced today that it is mass producing a 16M-color display driver IC (DDI) for active matrix-based organic light-emitting diode (AMOLED) displays used in mobile phones and other handheld devices. With outstanding image quality, AMOLEDs are attracting attention from device designers as the next generation display technology of choice.

'The AMOLED market is expanding steadily,' said Jin Tae Kim, vice president of Samsung Electronics' System LSI division. 'In the future, we expect AMOLEDs will be applied to a wide range of mobile devices to deliver the high resolution they require.'

The global mobile communications market is transitioning rapidly from 2.5G products to 3G technology platforms that support a wider range of multimedia functions and services, including digital media broadcasting (DMB) and video telephony. Samsung's new mobile DDI for AMOLED displays support qVGA (quarter Video Graphics Array) resolutions (240 RGB by 320 dots) and is capable of producing a range of over sixteen million colors. It is well in step with the recent expansion of multimedia functions and services offered in mobile devices.

The AMOLED display is a self-luminous device that works by having electrical current flow between two thin films made of organic material. This allows for designs that are lighter and thinner than other display types. Images are shown at the speed of light, so they look natural without the ghosting effects seen in such fast-paced video sequences as sporting events. These characteristics have proven the AMOLED display to be ideal for video applications.

Samsung's new 16M-color DDI self-adjusts the screen brightness, illuminating only those areas that need light. As a result, power consumption is minimized and battery life extended. The read-only memory (ROM) is built in separately, enabling red, blue and green (RBG) gamma compensation to reproduce more lifelike images.

The new 16M-color AMOLED DDI is currently in mass production and has been introduced in Samsung SDI's AMOLED panels. Samsung's broad line up of DDIs for LCDs, PDPs and AMOLED displays addresses the diverse needs of its customer base.

According to market research firm Display Search, the global AMOLED market is expected to reach 7.82 million units in 2007 and increase to 127.71 million units by 2011, for a compound annual growth of 101 percent.

- END -

About Samsung Electronics

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2006 parent company sales of US\$63.4 billion and net income of US\$8.5 billion. Employing approximately 138,000 people in 124 offices in 56 countries, the company consists of five main business units: Digital Media Business, LCD Business, Semiconductor Business, Telecommunication Network Business, and Digital Appliance Business. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones and TFT-LCDs. For more information, please visit www.samsung.com

For further information, please contact Jigar Chatwani - 98190 26976

For more information, Please contact:

Integral Pr

Consultant - Integral