

2008 Display Drivers

Semiconductor Product Markets – Worldwide



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Abstract

Display drivers belong to the general logic semiconductor category that includes PLDs, communications, industrial, consumer, computer, automotive, and general purpose logic categories. Logic was a \$76.4 billion industry in 2008, making it one of the most lucrative markets overall thanks to high demand. Display drivers accounted for 10 percent of this market, which made them the fifth largest market segment overall.

Although they are still a relatively small piece of the logic market, display drivers are predicted to continue to be among the fastest growing segments with a compound annual growth rate of 13 percent which will cause the entire market to reach \$13.7 billion in revenue by 2013.

This is thanks to sales of mobile handsets, LCD TVs, and notebook PCs, all of which grew their end application units drastically. Another major factor was the transition away from passive STN-type LCD displays and to active matrix TFT-LCD displays in many mobile and handheld products, such as mobile handsets and GPS navigation units. Such displays require larger numbers of display drivers.

Because of their inclusion in a number of high volume consumer electronics, display driver ICs are now considered a commodity with cost becoming primarily important as OEMs demand lower prices and chip manufacturers attempt to gain as much price margin as possible from each chip design.

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