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# THE WORLDWIDE PRINTED ELECTRONICS MARKET

***2007 EDITION***

**A Strategic Study on the Worldwide Market  
for Organic-Based Electronic Circuits**

## Report Highlights

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# The Worldwide Printed Electronics Market, 2007 Edition

## Synopsis

The market for printed electronics is just beginning to emerge. Similar to the early semiconductor market, there are specific applications that are legitimizing its acceptance and driving its demand. In some cases, the market applications are near-term and dynamic, while others are more long-range and evolving. The most ubiquitous and immediate applications concern RFID tags and OLED displays which are manufactured using OTFT (organic thin film transistor) technology. These applications are penetrating a wide number of customer applications. As costs decline and technology performance improves, it will justify customer switching and in many cases the implementation of entirely new design solutions.

As a result, it can be safely said that printed electronics is a disruptive technology. However, as with any exciting topic, there is a lot of speculation and exaggerated estimates about the impact of printed electronics over time. To assist your evaluation of the future direction of printed electronics, *Electronic Trend Publications* is pleased to present, **The Worldwide Printed Electronics Market**, a comprehensive worldwide market study on the trends, issues, and leading companies in printed electronics.

The objective of this report is to provide a macroeconomic understanding of the worldwide printed electronics market—also known as organic thin film transistors (OTFT) or organic thin film transistors circuits (OTFC), occasionally as ‘polymer’ electronics, and loosely within the industry as ‘plastic’ electronics. The report’s analysis starts with 2006 and looks forward for the next ten years.

This report is organized into six chapters. Chapter 1, “Introduction,” outlines the scope, organization, and methodology for the report. Chapter 2, “Executive Summary,” presents top-level data from throughout the report.

Chapter 3, “Printed Electronics Technology,” examines the basis for printed electronics and considers the fun-

damental materials science behind organic conductors and polymers and how they might be printable. The various printing technologies are also examined including their strengths and weaknesses as it pertains to this industry. The chapter closes by looking at the latest developments in conductive inks and the variety of substrate surfaces for printable electronics, and provides examples of some of the most promising conductive inks.

Chapter 4, “Printed Electronics Markets, 2006,” examines the leading industry segments and applications for printed electronics such as radio frequency identification (RFID), organic light emitting diode (OLED) displays, OTFT for logic, memory and sensors, smart labels and intelligent packaging and photovoltaics (PV). The chapter also quantifies, in so far as is possible, the current market in terms of units, average selling price (ASP), and sales revenue.

Chapter 5, “Printed Electronics Market Forecasts,” examines how the market for printed electronics is expected to grow by leading application area. These markets are also quantified in terms of unit shipments, ASP, and sales revenue.

Chapter 6 profiles the leading industry participants including materials suppliers (films, nano-engineered substances and electronic ink suppliers), manufacturers (IC companies, vertical OEMs, and large conglomerates), component suppliers, and integrators. These profiles summarize the market focus of each company.

As the future of printed electronics is critical to your business, please review the report’s outline on the following pages. **The Worldwide Printed Electronics Market** will provide you with the critical information you need to assess this emerging and dynamic market. The report sells for \$2495, with extra copies \$350. (Each copy includes both a hardbound version and a single-user PDF on CD-ROM. Corporate licensing is available—contact us for pricing.) Order your copies today!

## About the Author

**Randall Sherman**, president of New Venture Research Corp., a California market research and business consulting firm focused on the electronics manufacturing industries, serves as principal analyst for this report. Mr. Sherman has more than 20 years’ experience in technology, product, and business research. He began his career as a telecom network design engineer. He has held senior analyst and management positions at various market research firms including Creative Strategies International and Frost and Sullivan. Mr. Sherman holds an MSEE from the University of Colorado and an MBA from the Edinburgh School of Business.

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