

# **Energizing the Next Wave of OLED Growth**

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OLED display products are multiplying in generational launches and creative form factors. Over the past decades of market growth, the improvements for core OLED performance attributes of color, efficiency, and lifetime have been driven by continuous advances in molecular design, device structure and mass production processes. Now as we consider the roadmap ahead for OLED display technology across mobile, IT, TV, Automotive and AR/VR applications, new insights and advances are required to fuel this growth. We will discuss key areas of innovation required to energize the next level of OLED performance. A focus will be effectively utilizing AI Machine Learning to advance molecular design and breaking into new levels of performance with device architectural design.