
Description:
Ultra High Definition (UHD) is advancement after Full HD. UHD displays have 4K resolution, and hence, are also known as 4K panels. The electronic display industry includes various types of display screen technologies such as Light Emitting Diode (LED), Liquid Crystal Display (LCD) High Definition (HD) and Full HD. UHD is an umbrella term that includes all the higher resolution displays which provides 4 times higher resolution than full HD panels.

These UHD panels are now adopted by all television players and these panels would pave a significant headway to this market. Since the shipments of these panels would reach 145000 units in the year 2015, this market is expected to grow, which makes it essential to study the global scenario of the same. The increasing adoption of UHD panels in television sets, personal desktops, cameras (in consumer electronics), digital signage and industrial purposes are some of the factors responsible for the market growth. The high cost is the only major restraint for this market. As the technology advances, there are numerous opportunities for the market to grow.

Ultra High Definition panel market analysis by Product
Television, projectors, personal desktops and smart-phones are some of the major products which use UHD technology. Most commonly, televisions sets companies use this technology, which significantly contribute in the growth of the UHD panel industry.

Ultra High Definition panel market analysis by Application
The upgraded resolution display panels have variety of applications such as home use, industrial use, and digital signage. Since this technology is rapidly adopted by the television set manufacturers, it is majorly used in TV sets and in consumer electronics, which gives a boost to the UHD market globally.

Ultra High Definition panel market analysis by Technology
The technologies in this market are LCD, LED, and OLED. The most popular technologies used in various types of displays are LCDs and LEDs.

Ultra High Definition panel market analysis by Geography
The various geographic regions where the research is carried out are North America, Europe, Asia Pacific and RoW.

Competitive Landscape
To be competitive in the market, the companies are adopting product launch methodology. For example, Samsung has come up with the Curved UHD TVs in Singapore. As Samsung is the only company who has launched this product, it continues to be the innovation leader in the global market.

Some other key players in this market are LG Display Co., Ltd., AU Optronics Corp., Innolux Corp., Sharp Corp., Panasonic Corp. and Sony Corp.

High Level Analysis
The market exploration provides a sketch of the whole UHD market using Porter’s Five Force analysis. This helps in recognizing market competitors and their strategic moves. Threat from rivals in this market is high, as there are various market players manufacturing the products within the same price range. The value chain analysis helps in finding out the most profitable activities for the new entrants. Market dynamics is analyzed on their strategic moves for the benefit of stakeholders. Drivers enabling the growth of the market, drawbacks and opportunities are strategically dealt in this analysis.
Key Benefits

The research analysis showcases the current market structure and market projections for upcoming years to
provide a fair idea of market to the stakeholders
Analysis of different geographies in the global market identifies region specific market players who would
help new entrants know their competition
The research highlights the drivers, limiting factors, and opportunities of the global UHD market
The forecast of different regional markets provides a real time insight of the region specific market and
could help in reducing the business risks
Porters five force's model and SWOT analysis discusses the market player's business plans which would aid
in exploring new opportunities

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