

Notebook Display Market: Outlook & Display Requirements

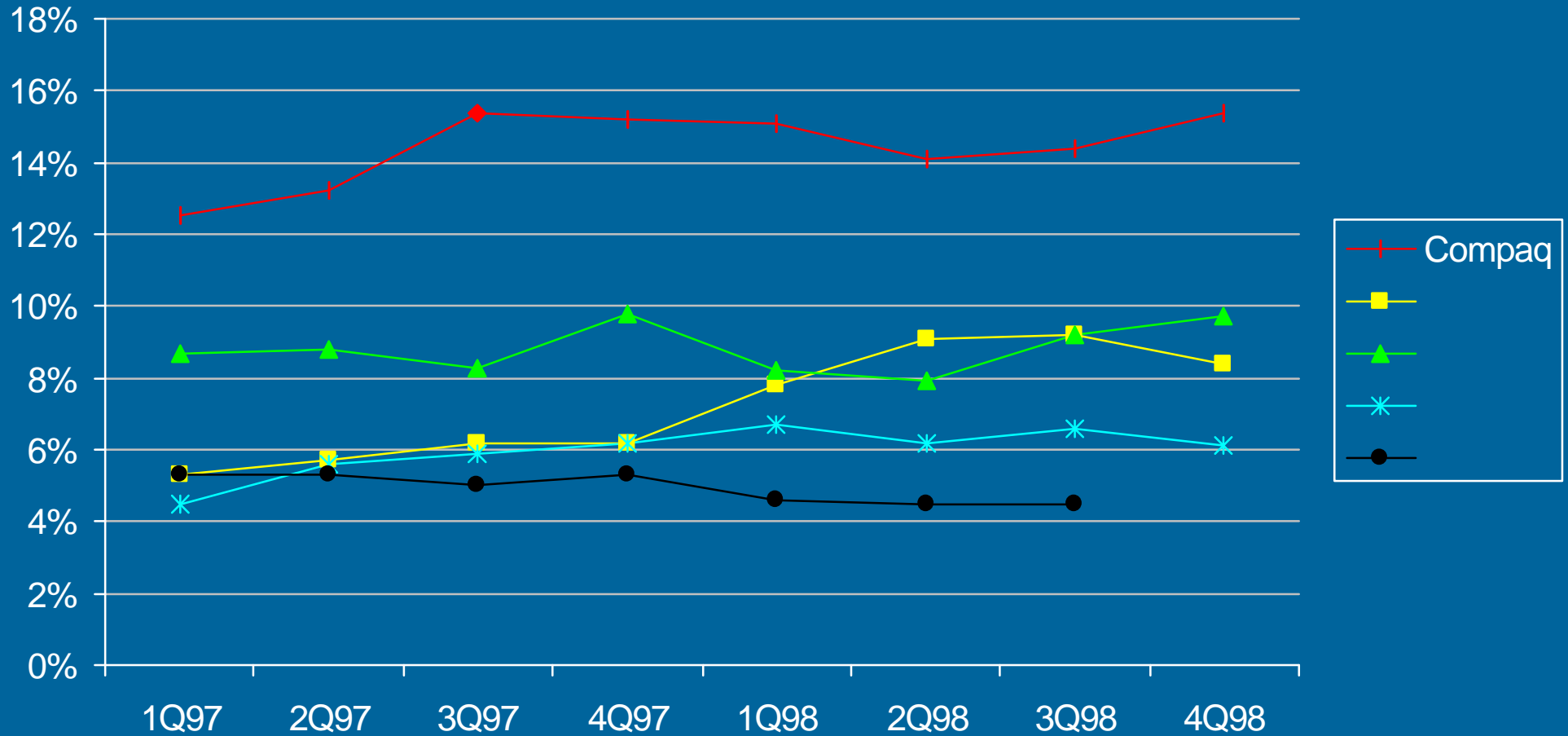
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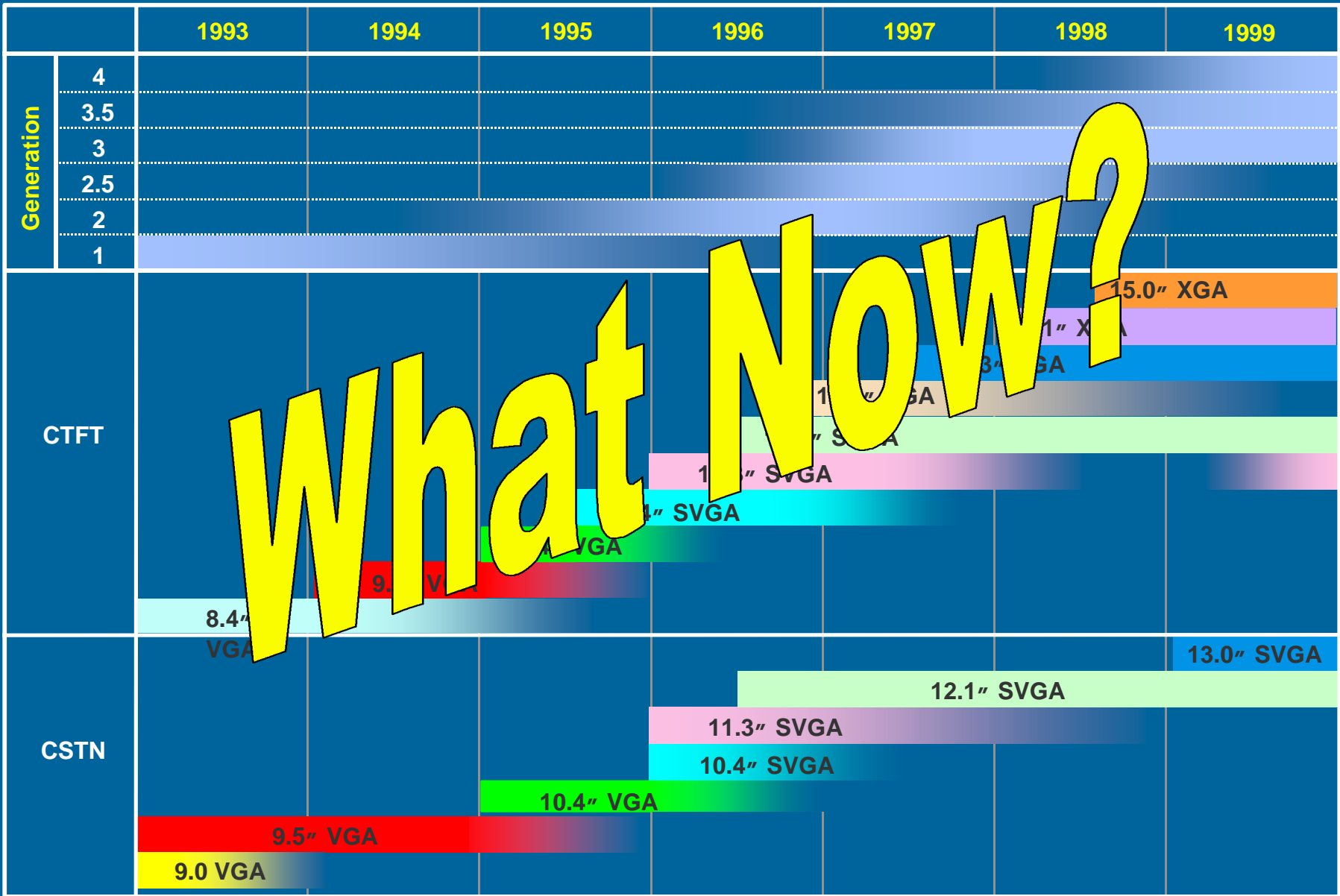
Introduction

WW PCs - Top 5 Marketshare



Where Do We Go From Here?

Where Do We Go From Here?



What Now?

Where Do We Go From Here?

PRIORITY SHIFT

PAST

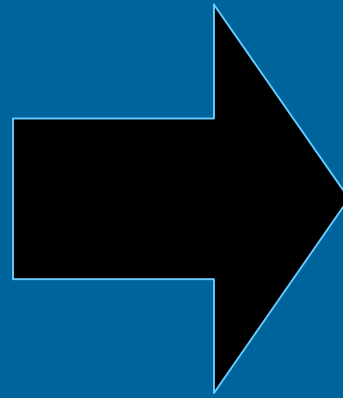
Diagonal Size

Form Factor

Resolution

Weight

Interface



PRESENT

Form Factor

Weight

Resolution

Diagonal Size

Interface

Where Do We Go From Here?

Why

- 1 **Display diagonal size has reached a pinnacle for portable products.**
- 1 **Portable computer form factor is being driven by processor and peripheral architecture as well as the display.**
- 1 **Preferred display resolution will continue to be geographically linked and application dependant.**
- 1 **Display weight has become more critical due to preference for larger displays coupled with portable product weight restrictions.**
- 1 **Digital RGB was the TFT standard. LVDS *has become* the de facto interface standard for portable computer displays.**

Where Do We Go From Here?

Evolution

Versus

Revolution

COMPAQ

Where Do We Go From Here?

**Reduce
Market
Variability**

Where Do We Go From Here?

How

- 1 **Strive for form factor standardization.**
- 1 **Consolidate roadmap offerings.**
- 1 **Establish basis for COST to minimize transitions.**

Where Do We Go From Here?

Summary

- 1 **Dynamics of the portable display industry have changed. A new approach to business is required.**
- 1 **Greater levels of standardization is inevitable and should be embraced.**
- 1 **The cyclical nature of the display market continues to result in destabilization of product demand. Growth requires stability.**

COMPAQ

Better answers