



Major Distributor Offers Perspective on Display Market

By Keith Reid

Display and storage distribution specialist Horizon Technology (Lake Forest, Calif.), ranked among the top 10 independent distributors worldwide, has released its display market perspective that takes a look at recent, "tactical" trends in the marketplace. According to Horizon's in-house data the LCD market continues to show strength in October. LCD makers are increasing monitor panel pricing by \$5 to \$10 during the month of October, especially on the mainstream 15" and 19" sizes.

"What we're seeing across the industry is that demand and capacity have reached parity," said Stephen Buckler, vice president of business development, Horizon Technology. "Before, it was more heavily weighted towards production and there was a lot more capacity relative to demand and you were seeing a lot of panels sold at or below manufacturing cost."

Horizon expects prices to continue to move upward in November in the face of robust demand across all panel applications.

Monitors

The 17" and 19" panel sizes are still heavily allocated. Most authorized distributors don't have enough panels to meet the demand of the market. The summer's low prices and higher than expected demand for monitor panels, have set the stage for allocation and price increases. LTM170E8-L01 and LTM190E4-L02 are two of the most popular panels.

Notebook Displays

Pricing for notebook displays, particularly the wide screen panels, has been slowly increasing during the month of October. Horizon has seen price increases from \$3 to \$5, depending on the model. LP154W01-A5 and LTN121W1-L01 are two wide screen models that Horizon has seen strong demand for and have been actively quoting. Horizon is also seeing strong demand for ID Tech's IAXG15S with little to no product offerings.

Industrial Displays

Horizon is seeing the price of industrial panels increasing as they get caught in the updraft of price increases for the monitor, notebook, and LCD TV panels. Mitsubishi AA121XH01 is a panel Horizon is seeing an increase of inquiries -- as the factory is increasing its lead times. Horizon has seen inquiries for Toshiba panels LTD121KA0S and LTM08C351 as OEMs see their lead times stretch. Users of industrial panels need to pay attention to monitor and notebook panels for indications of future price movements.

TV

Makers of TV panels are having a great year in 2006 as the demand has remained strong from the beginning of the year. Interestingly enough, pricing for the 32" size is up in October, while 37" and 42" have dropped slightly. The price drop has little to do with demand, however. It is primarily a price war between LG and Samsung over the market share. LC320W01-SL01, LC37WX1-SL01, and LTA400WS-L02 are the volume leaders fighting for market share.

Horizon Technology's Display Solutions Group designs and integrates a full range of standard & custom LCD solutions, including touch screen displays, sunlight readable & high bright displays, LCD kits, LCD open frames, controller boards, and LCD screens. Recent design and integration wins include Citigroup, Raytheon, General Motors, Boeing, NASA, U.S. Army, Northrop Grumman, and Siemens Transportation.