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Sample high-quality reports of "High-Performance Film Market 2011 -Market Prospects and Strategies-", a new report by Yano Research Institute.

Limited edition

HIGH-PERFORMANCE FILM

MARKET 2011

-Market Prospects and Strategies-

Film manufacturers must search for new usage and dormant needs on their own.

Hands-on information gathering & maximizing in-house technologies lead to cultivating new markets and applications.

- The axis of competition among polarizer manufacturers is shifting from “monozukuri (product creation)” to “systemization (system creation)”.
- In China’s new panel market, Korean and Taiwanese manufactures compete while Japanese manufactures in considering profitability may calmly wait and see.
- Both “iPad” & “iPhone4” had IPS installed and were highly recognized. IPS is expected to be applied more and more in other models and products.
- Tac film market; HYOSUNG & TacBright Optronics come on board in 2010.
- Hard coat film for resistive touch panels increased slightly while demand for film sensors grew with the need for lightweight capacitive Touch Panels.
- Need for hard coat film that makes the ITO patternless visible in capacitive touch panels.
- If the use of resin for cover glass becomes more active, it is possible that demand for anti-shatter films will plunge.
- PET film market; must unearth and develop invisible, dormant needs to identify “the next” applications and markets following optics.

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(Chemicals, Materials & Electronics, Optics)

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