

## KOE Europe to support new LCD business



Kaohsiung Opto-Electronics (KOE), a wholly owned subsidiary of Japan Display Inc (JDI), has been formed to continue the design, development and manufacture of market leading TFT LCD display modules previously established by Hitachi.

The creation of Japan Display Inc has seen the integration of the display businesses of Hitachi,

Sony and Toshiba to create the world's largest manufacturer of small to medium sized LCD modules. This business merger has resulted in the formation of Kaohsiung Opto-Electronics who will focus on the development and production of high quality, high performance TFT display modules for industrial and high reliability applications.

In Europe, a new re-branded and re-structured organisation, KOE Europe will replace Hitachi's Display Products Group (DPG). KOE Europe will supply and support a wide range of standard passive STN and colour TFT displays from 3.5" to 21.3" offering high quality, cost effective display solutions. Kaohsiung Opto-Electronics will also offer a highly flexible approach to producing bespoke, custom STN display solutions.

Mark Stanley, General Manager, KOE Europe, explained "The legacy of Hitachi will enable KOE Europe to enter the European market as a strong and confident, premium brand display supplier. KOE Europe will support a large, established European customer base through an existing distribution sales channel and regional sales teams. To maximize support for the European market, KOE Europe aims to ensure a balanced mix of design focused distribution partners working alongside our direct OEM sales force."

Raymond Sun, Sales and Marketing Group Manager, Kaohsiung Opto-Electronics commented "Kaohsiung Opto-Electronics inherits an established industrial LCD heritage from Japanese manufacturer Hitachi. With continued investment in research and development our aim is to ensure that newly founded Kaohsiung Opto-Electronics remains at the forefront of evolving LCD technology. It remains essential that we continue to develop and produce displays that our global customers demand."

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