



# 29<sup>th</sup> International Liquid Crystal Conference (ILCC 2024)

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## Liquid Crystal Industry Post Displays

Bahman Taheri

Alphamicron – USA

The liquid Crystal display industry has undergone a significant change over the past decade. Its exponential growth was followed by market saturation and commoditization of LCD products. This, in turn, has had a profound effect on the science and technology in this field. In this tutorial we examine how to navigate this industry by exploring other potential market sectors that can utilize unique characteristics of liquid crystals. Emphasis will be placed on use of guest-host systems for Augmented reality, Transportation, and architectural applications.