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Color PDP (Plasma Display Panel): Mass Production by FY1994 and Market Expansion Plan

The company plans to establish a mass production system for color PDPs by FY1994 and begin full-scale market development. Starting this month, it will target television monitor manufacturers and traffic information display board makers with an aggressive sales strategy, aiming to ship 6,000 units in the first year. Initially, production will be tailored to incoming orders, but by FY1994, the company aims to establish a stable production system capable of delivering 3,000 units per month.

The color PDP is a next-generation display device that enables large-scale screens of over 20 inches, despite being a flat-panel display. Fujitsu has successfully commercialized this technology, releasing sample units in January this year. The product has garnered significant interest, particularly from the multimedia industry.

The color PDP being introduced has a display diagonal of 21 inches and can display 16.7 million colors using RGB with 64-level control. It is 32.5 millimeters thick, lightweight, and boasts a peak brightness of 150 cd/m², with a viewing angle exceeding 140 degrees, providing display performance comparable to CRT (cathode-ray tube) technology.

Until now, shipments were limited to internal use and related applications on a sample basis, but growing external demand—already at a scale of 50 cases—prompted the decision to ramp up production. Specific needs include television monitors, traffic displays, FA (factory automation) systems, and financial institution information boards.

The company plans to address diverse needs while leveraging its existing sales channels to expand its user base domestically. Production will take place at the company's Akashi Plant in Hyogo Prefecture. During the current fiscal year, production will be order-driven, but from FY1994 onward, the company will shift to a full-scale mass production system.

Pricing for units ordered in small quantities (fewer than 50 units) will start at 600,000 yen per unit this fiscal year, with plans to further reduce prices from FY1994 onward.

The color PDP is considered a frontrunner in next-generation display technologies alongside TFT (thin-film transistor) LCDs (liquid crystal displays). Its ability to scale beyond 20 inches, which is difficult for TFT-LCDs, makes it promising for multimedia applications. Domestic manufacturers such as NEC and Oki Electric are also accelerating their development efforts in this field.

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PDP市場を開拓 94年度までに量産体制 富士通(社長・関沢義氏)は、カラーPDP(プラズマディスプレイ) =写真 本格的な市場開拓に 乗り出す。21日からテレビモニターや交通情報表示機器メーカーなどに販売攻勢をかけ、初年度六千台の受注を目指す。当初受注量に応じた生産をするが、九四年度までに月間三千台の量産体制を確立する。カラーPDPは、平面パネルながら20インチ以上の大型化が可能な次世代の表示装置で、現在富士通1社が商品化に成功。今年一月のサンプル出荷来装置マルチメディア含む多分野から引き合いが殺到していた。本格投入するカラーPDPは、有効表示対角が21インチのパネルにRGB各六+四階調制御によって二+六万色表示できる。厚さは三ミリメートルと平面上で、白色ピーク輝度は一平方メートル当たり一五〇カンデラ、視野角一四〇度以上とCRT(ブラウン管)に匹敵する表示性能を持つ。これまでサンプルベースで社内関連ユースを中心に 出荷してきたが他社からのニーズも五十件規模にのぼっていることから量産に踏み切ることにした。具体的なニーズには、テレビモニターや交通表示のほか、FA分野、金融機関における情報掲示板などがあるという。同社では今役、多様なニーズに対応するとともに、半導体の販売ルートを活用し当面国内のユーザー開拓を進める方針だ。生産は明石工場(兵庫県)が担当。ライン立ち上げ期の今年度中は、受注数量に合わせた形で生産するが、九四年度からは本格的な量産体制をとる。価格は、今年度中が50台未満の購入の場合で一台六十万円、九四年度以降はさらに低価格化を図る。カラーPDPは現在、TFT(薄型トランジスタ)常識LCD(液晶ディスプレイ)と並ぶ次世代の表示装置として本命視されている。TFT・LCDでは難しい20インチ以上の大型化も可能なため、マルチメディア分野でもその応用が期待され、NECや沖電気工業など国内数社が開発を急いでいる。

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Fujitsu to Pioneer PDP Market with Mass Production System by FY1994

Fujitsu (President: Yoshihisa Sekizawa) is launching a full-scale effort to develop the market for color PDPs (Plasma Display Panels). Starting on the 21st, the company will aggressively market these panels to manufacturers of television monitors and traffic information display equipment, aiming for 6,000 unit orders in the first year. Initial production will be tailored to order volume, but by FY1994, the company plans to establish a mass production system capable of producing 3,000 units per month.

The color PDP is a next-generation display device capable of large screens over 20 inches while maintaining a flat-panel design. Fujitsu is currently the only company to have successfully commercialized this technology. Since sample shipments began in January this year, there has been a flood of inquiries from various fields, including multimedia applications.

The color PDP being launched features a 21-inch panel with effective diagonal display and can show 16.7 million colors through 64-level RGB gradation control. The panel is just 32 millimeters thick, offers a white peak brightness of 150 candelas per square meter, and achieves a viewing angle of over 140 degrees—display performance comparable to CRT (cathode-ray tube) technology.

Until now, shipments have been sample-based, primarily for internal and related use, but the growing scale of external demand, reaching about 50 cases, has prompted the decision to move to mass production. Specific needs include television monitors, traffic information displays, factory automation (FA) systems, and information boards for financial institutions.

To meet these diverse demands, Fujitsu plans to utilize its semiconductor sales channels and focus on expanding its domestic user base. Production will be handled at its Akashi Plant in Hyogo Prefecture. During the initial production phase this fiscal year, output will match order volume, but from FY1994 onward, a full-scale mass production system will be implemented.

The unit price for purchases of fewer than 50 units this fiscal year will be 600,000 yen per unit, with plans for further price reductions starting in FY1994.

Color PDPs are currently regarded as a frontrunner in next-generation display technology, alongside TFT (thin-film transistor) LCDs (liquid crystal displays). Since large screen sizes over 20 inches are challenging for TFT-LCDs, PDPs are also expected to find applications in multimedia fields. Domestic companies such as NEC and Oki Electric are accelerating their development efforts in this area.