

2026-08-19

Universal Display Corporation Unveils OLEDX, A Breakthrough Technology Platform for Driving a New Era of OLED Efficiency and Performance

New architecture builds on decades of OLED innovation and is designed to unlock new levels of efficiency, image fidelity and design flexibility for next-generation displays

EWING, N.J.--(BUSINESS WIRE)-- [Universal Display Corporation](#) (UDC) (Nasdaq: OLED), a global leader in energy-efficient OLED technologies and materials, today unveiled OLEDX, a proprietary device architecture designed to improve how light is extracted and utilized within an OLED, while giving display makers greater control over how that light is delivered to the viewer. UDC introduced OLEDX during an invited presentation at the International Meeting on Information Display (IMID 2026) in Busan, Korea, where the Company also highlighted its breakthrough OLEDX laboratory results that represent one of the most significant advances in OLED energy efficiency since the invention of phosphorescent OLED technology.

UDC's phosphorescent technology first transformed the OLED industry by setting a new standard for efficiently generating light within a device. Since then, one of the industry's most persistent challenges has been how to get the generated light out of the device and to the viewer's eye, with much of the light remaining trapped or lost inside an OLED display. OLEDX addresses that challenge through a novel display architecture that redirects trapped light into useful output. The result is a platform that enables display makers to unlock new levels of efficiency while providing greater control over how light is utilized and emitted. This added flexibility creates new opportunities to enhance display performance and support the evolving requirements of applications ranging from smartphones, IT and TV devices to next-generation foldable, rollable and conformable displays.

Key Benefits of OLEDX:

- **Energy Efficiency:** Opens a path to extract 100% of light from an OLED.
- **High-Fidelity Imagery:** Enables ultra-wide viewing angles without noticeable color shift or brightness changes.
- **Design Freedom:** Unlocks customizable efficiency and viewing angle profiles for significant power saving and/or viewing benefits across form factors, enabling performance tailored for each application from smartphones to TVs, laptops, tablets, monitors, automotive displays and beyond.

"For more than three decades, UDC has pushed the boundaries of OLED innovation by tackling some of the industry's most significant scientific and technological challenges," said Steven V. Abramson, President and Chief Executive Officer of Universal Display Corporation. "Our phosphorescent technology transformed the OLED industry by making essentially every electrical charge count. OLEDX is designed to make every photon count. By addressing one of the industry's longstanding challenges, OLEDX represents a new platform for advancing display performance and expanding what is possible in OLED design. OLEDX strengthens the value of our current materials and technology portfolio, broadens our opportunity to collaborate with customers and adds a new platform to our expanding research and development pipeline."

"OLEDX represents the next chapter in OLED efficiency," said Dr. Julie Brown, Executive Vice President and Chief Technical Officer. "The platform expands the OLED design space, giving panel makers greater flexibility to optimize display performance for different applications and user experiences. By enabling more precise control of light emission from an OLED, OLEDX creates new opportunities to balance efficiency, image fidelity and viewing performance based on the needs of a particular product or application. Importantly, OLEDX was designed with existing OLED manufacturing approaches in mind, enabling the industry to evaluate and explore the technology without requiring a fundamentally new

production paradigm. We believe this kind of innovation can open new possibilities for our customers and the broader OLED ecosystem.”

In his invited presentation, “Next-Generation OLED Platform,” Dr. Mike Weaver, Vice President and Deputy Chief Technology Officer of PHOLED R&D, discussed OLEDX and its ability to recover light, which would otherwise remain trapped within the device, through the use of a transparent cathode, reflective anode, and nanoparticle outcoupling layer. He also highlighted OLEDX as part of UDC's broader device architecture roadmap, which includes Plasmonic OLED and Polariton-Enhanced Purcell (PEP) research aimed at advancing efficiency, lifetime, and optical performance beyond conventional OLED structures.

IMID 2026

Organized by the Korean Information Display Society (KIDS) and the Society for Information Display (SID), IMID 2026 began August 18 and continues through August 21 at BEXCO in Busan, Korea. In addition to delivering an invited presentation, UDC is a sponsor of the conference and is celebrating 10 years of the UDC Innovative Research and Pioneering Technology Awards in Organic Electronics & Display. The awards recognize outstanding individuals or teams whose ideas or research initiatives have impacted the organic electronics and display industries. UDC plans to announce the 2026 award recipients, selected by IMID and KIDS, following the IMID Awards Banquet on August 20.

About Universal Display Corporation

Universal Display Corporation (Nasdaq: OLED) is a leader in the research, development and commercialization of organic light emitting diode (OLED) technologies and materials for use in display and solid-state lighting applications. Founded in 1994 and with subsidiaries and offices around the world, the Company currently owns, exclusively licenses or has the sole right to sublicense more than 7,000 patents issued and pending worldwide. Universal Display licenses its proprietary technologies, including its breakthrough high-efficiency UniversalPHOLED® phosphorescent OLED technology that can enable the development of energy-efficient and eco-friendly displays and solid-state lighting. The Company also develops and offers high-quality, state-of-the-art UniversalPHOLED materials that are recognized as key ingredients in the fabrication of OLEDs with peak performance. In addition, Universal Display delivers innovative and customized solutions to its clients and partners through technology transfer, collaborative technology development and on-site training. To learn more about Universal Display Corporation, please visit <https://oled.com/>.

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Source: Universal Display Corporation