

Toyota Furia Concept Makes Global Debut with Help of Samsung Transparent Displays

January 10, 2013

Image not found or type unknown



TORRANCE, Calif., Jan. 10, 2013 – Toyota’s Furia concept will make its world debut at the 2013 North American International Auto Show with the help of Samsung transparent display technology. On Jan. 14, Toyota’s striking new sedan concept will be revealed using a custom-built structure housing thirty of Samsung’s new 46” transparent LCD panels. Toyota will be the first automotive company to use this technology to reveal a vehicle at a major international auto show.

“This technology will be used to help create a unique dramatic effect for the Furia reveal as elements can be transmitted on the clear transparent panels to partially obstruct or completely block view of the vehicle until the panels are made completely clear to show the car”, said o2 Creative Solution’s Design Director Brian Hords. o2 Creative Solutions is the agency responsible for execution of the Furia Concept’s reveal.

The efficient transparent LCD panels consume up to 90 percent less electricity because they utilize ambient light, such as from the sun or existing indoor lighting. Transparent panels show tremendous promise as promotional tools that can be applied to the side of a building, billboards or store windows. According to market research firm Displaybank, the transparent display market is expected to grow from \$0.9 billion in 2015 to \$87 billion in 2025.

###