

## Advancement of Device Functionalities with Novel Design of Electronic Materials

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Device product life cycle is becoming much shorter than that of the materials. And Electronic materials innovations are falling behind the device revolution. Materials have to be synchronized with devices in the development process from the beginning stage of research, so that enhancement of both materials and devices properties can be accelerated. With this future prospective, in this presentation, advanced devices with novel design of display and battery materials will be introduced with technical concepts and recent achievements at Samsung Electronics. Examples on OLED materials, QD materials, Li ion battery and next generation battery materials will be discussed.