



(51) International Patent Classification:

H01L 27/32 (2006.01) G06K 9/00 (2006.01)
G06F 1/16 (2006.01)

(21) International Application Number:

PCT/EP2018/080428

(22) International Filing Date:

07 November 2018 (07.11.2018)

(25) Filing Language:

English

(26) Publication Language:

English

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(81) Designated States (unless otherwise indicated, for every

kind of national protection available): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DJ, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IR, IS, JO, JP, KE, KG, KH, KN, KP, KR, KW, KZ, LA, LC, LK, LR, LS, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SA, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, RW, SD, SL, ST, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, KM, ML, MR, NE, SN, TD, TG).

Published:

— with international search report (Art. 21(3))

(54) Title: ORGANIC LIGHT EMITTING DIODE (OLED) DISPLAY AND METHOD OF PRODUCING OLED DISPLAY

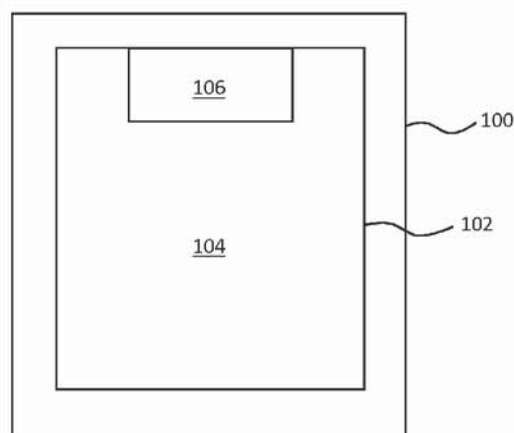


FIG. 1

(57) Abstract: In one example aspect, a device (100) comprises an organic light emitting diode (OLED) display (102, 500). The display comprises a transparent or semi-transparent substrate (510) and includes a first region (104) comprising a plurality of first pixels (300) and a second region (106) comprising a plurality of second pixels (400). A first proportion of each first pixel comprises a first light emissive area (302), a second proportion of each second pixel comprises a second light emissive area (402), and the first proportion is different to the second proportion, wherein the first proportion comprises a ratio of a size of the first light emissive area to a size of each first pixel (300), and the second proportion comprises a ratio of a size of the second light emissive area to a size of each second pixel (400).

