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Samsung shows off what it claims are a couple of industry firsts at the 2015 Retail Asia Expo--transparent and mirror OLED display panels with integrated Intel RealSense technology designed for commercial applications, if with potential consumer use for the future.



The mirror OLED panel finds use as a "virtual necklace" display at the Chow Sang Sang jewelry company, with the combination of mirror display and 3D cameras allowing customers to play with an interactive (or "self-modelling") wardrobe, with hand gestures providing necessary input. The panel also features higher reflectivity (75%) than similar mirror LCDs, high contrast ratios and no need ambient backlighting.

"Once retailers like Chow Sang Sang adopt the combined Samsung-Intel “personalisation” virtual imaging solution, consumers will be able to go to leading stores around the world to see retail items in ways that will greatly enhance point-of-purchase shopping as we know it today," the company says. Such technology can also find home applications in the shape of futuristic "Magic Mirrors."

Meanwhile the combination transparent OLED panel and RealSense technology (in this case even looking at the back of the display) allows for holographic-style displays showing 3D rotatable objects and experiences. It also promises higher colour gamut and improved clarity at a wider range of viewing angles.

Go Samsung Display Introduces First Mirror and Transparent OLED Display Panels