

Displays in the Cloud?

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LG Electronics cuts a partnership deal with Microsoft that introduces **monitors integrated with Microsoft software**. The monitors will function as virtual computers, allowing multiple users to run programs off a single standard PC.



This LG/Microsoft alliance will primarily target **the market for virtualization solutions for educational institutions**, aiming to lead the segment with 25% market share in 2012. The segment is expected to grow by more than 50% every year, reaching 6 million units in 2012 and 20 million units in 2015.

LG and Microsoft will also team up to introduce monitors for cloud computing, so users can access data and software over the Internet. **LG thinks the cloud computing monitor market will expand to 12 million units in 2012.**

This brings a new dimension in the way we have to look at displays: intelligent, IP-connected displays with embedded software and access to apps can alter digital signage, corporate display as well as other applications.

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