# AUO unveils first dual-sided transparent Micro LED display transforming user interaction



The realm of display technology is undergoing a paradigm shift with the introduction of innovative products that redefine user interaction and visual experience. At the recent Touch Taiwan 2025 event, Taiwanese manufacturer AUO made waves with its striking 17.3-inch dual-sided transparent Micro LED display. This first-of-its-kind display heralds a new era where aesthetic appeal meets practical application, showcasing different content on each side to create a truly immersive and interactive experience.

The dual-sided design allows for a rich array of applications, particularly in environments where communication and visual engagement are paramount. For instance, AUO has highlighted potential uses in first-class airline cabins, where flight attendants and passengers could each see tailored interfaces. Such functionality not only enhances the travel experience but also streamlines in-flight service. This innovative approach is further underscored by a demo incorporating a seamless multilingual translation interface, positioning this technology as a key tool in bridging communication gaps.

In retail environments, the transparency of the display creates an inviting element for window displays, drawing customers’ attention without obstructing the view of the products behind. The versatility extends to interior design, where such displays can serve as stunning decorative elements while showcasing dynamic content. This push towards integrating technology into everyday environments exemplifies a broader trend towards ambient computing, where digital interfaces seamlessly blend into physical spaces.

The technical specifications of this display are particularly noteworthy. Combining ultra-thin design with Micro LED technology, AUO has not only focused on aesthetics but has also tackled common challenges faced by traditional transparent displays, such as those using OLED technology, which often struggle with brightness in well-lit conditions. By employing Micro LED technology, AUO claims to achieve superior brightness and colour performance, thus enhancing visibility and engagement, a crucial factor in both commercial and personal applications.

Despite the buzz surrounding the unveiling, AUO has yet to announce specifics regarding production timelines or pricing, raising questions about the accessibility of this cutting-edge technology. However, given the uniqueness and complexity of the dual-sided display, it is reasonable to speculate that costs may be substantial, limiting initial availability mainly to high-end commercial markets.

As technology continues to advance, the demand for more interactive, functional, and visually striking displays will likely propel similar innovations. The dual-sided transparent Micro LED display not only represents a leap forward in display technology but also invites us to reconsider how we interact with information and environments, paving the way for a future where displays become integral parts of our everyday lives.

### Reference Map

1. Paragraphs 1, 2, 3, 4, 5
2. Paragraphs 1, 2, 3, 4
3. Paragraphs 1, 2, 3, 4
4. Paragraphs 1, 2, 3, 4
5. Paragraphs 1, 2, 3, 4

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.techradar.com/pro/heres-the-first-image-of-an-incredible-dual-sided-back-to-back-transparent-17-inch-touchscreen-display> - Please view link - unable to able to access data
2. <https://www.auo.com/en-global/New_Archive/detail/News_Archive_Product_20250408> - AUO unveiled a 17.3-inch dual-sided transparent Micro LED display at Touch Taiwan 2025, capable of showing different content on each side. This innovative display offers a transparent experience on both sides and can present separate images or data, making it suitable for applications in first-class airline cabins, retail environments, and interior design. The display's ultra-thin design combines futuristic aesthetics with real-world functionality, and AUO has not yet announced production timelines or pricing details.
3. <https://ope-journal.com/news/auo-showcased-revolutionary-display-technology-at-touch-taiwan-2025> - At Touch Taiwan 2025, AUO showcased a 17.3-inch dual-sided transparent Micro LED display that can display different content on each side, creating a distinctive 'transparent' interactive experience. Potential applications include interactive interfaces in first-class airline cabins, commercial advertising, home decoration, and points of sale. The display's ultra-thin design and transparent Micro LED technology represent a shift toward ambient computing, offering higher brightness and color performance compared to traditional transparent OLEDs.
4. <https://www.globenewswire.com/news-release/2025/04/08/3057753/0/en/AUO-Showcases-Diverse-Display-Solutions-Driven-by-Revolutionary-Display-Technology-at-Touch-Taiwan.html> - AUO showcased a 17.3-inch dual-sided transparent Micro LED display at Touch Taiwan 2025, designed to show different information on each side, creating a 'transparent' interactive experience. The display's ultra-thin design combines futuristic aesthetics with real-world functionality, and AUO has not yet announced production timelines or pricing details. The display's potential applications include interactive interfaces in first-class airline cabins, commercial advertising, home decoration, and points of sale.
5. <https://www.minimicroled.com/auo-micro-led-displays-touch-taiwan/> - At Touch Taiwan 2025, AUO unveiled a 17.3-inch dual-sided transparent Micro LED display capable of showing different content on each side, creating a 'transparent' interactive experience. The display's ultra-thin design combines futuristic aesthetics with real-world functionality, and AUO has not yet announced production timelines or pricing details. Potential applications include interactive interfaces in first-class airline cabins, commercial advertising, home decoration, and points of sale.
6. <https://www.auo.tw/en-global/New_Archive/detail/News_Archive_Product_20240125> - AUO showcased a 30-inch Transparent Micro LED display at ISE 2024, featuring touch capability for added interactivity and engagement. This display offers high transparency and vibrant visuals, making it ideal for retail, automotive, and advertising settings. The integration of touch functionality enhances the interactive experience, providing immersive engagement. The display's transparent properties, combined with high brightness and superior color quality, make it suitable for various applications without obstructing the surrounding environment.
7. <https://leddisplay.auo.com/products/aled-seethru-microled-display/transparent-touch-microled-display> - AUO's SeeThrµ Transparent Touch MicroLED Display offers up to 60% transparency, enabling clear visibility of objects behind the screen. Designed for retail, automotive, and advertising settings, it integrates touch functionality to enhance interactive experiences. The display features high brightness, making it suitable for well-lit indoor or semi-outdoor environments. Its advanced low diffraction optics reduce light diffraction, enhancing overall clarity. The display's applications include retail and digital out-of-home advertising, themed entertainment, and LED virtual studios.