

# Startup Failure Post-Mortems

## 2018 Third Update (11/14/2018)

Liquavista

Title: [Amazon has shut down Liquavista](#)

Title Link: <https://the-digital-reader.com/2018/10/15/exclusive-amazon-has-shut-down-liquavista/>

Product: [Liquavista](#)

Product Link: <https://www.cbinsights.com/company/liquavista>

The Digital Reader confirmed the screen tech company's shutdown in an article:

An Amazon rep told me this morning that they 'can confirm that Liquivista is no longer operating.' However, they were unable to tell me whether Amazon still be pursuing this tech, if Liquavista's R&D work been shifted to another unit, or the state of their screen production.

[Liquavista](#)

ELECTRONICS | Electronic Components / Lighting & LED

[liquavista.com](http://liquavista.com)

### Founded Year

2006

### Stage

Dead | Dead

### Total Raised

\$35.6M

### About Liquavista

Liquavista, a spin-out from Dutch electronics Philips, developed and patented an electro-wetting technology for use in electronic display screens. Its unique IP allowed it to create full colour, 'paper-like' displays, capable of displaying video, while consuming less than one third the power of a traditional LCD. Liquavista's technology could

address all the display markets currently dominated by LCDs, including mobile and fixed applications.

## **Liquavista Headquarter Location**

400, Kastanjelaan  
Eindhoven, 5616 LZ,  
Netherlands

### Cause of Failure

<https://www.failory.com/amazon/liquavista>

Despite the promising acquisition, in 2013 Amazon representatives revealed that Liquavista was no longer operational. The R&D work for Liquavista was shifted to other units.

The motivation behind founding Liquavista was to solve the issue of low battery life that devices faced. Back in the day, it was a huge problem for smartphone makers and this is why Samsung had been eager to buy the company. However, when Amazon acquired it, the issues associated with mobile battery life had largely been solved as battery lives were improving each year and screens were getting more energy efficient. This reduced the market need for Liquavista's technology that never really materialized.