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SOCIETY FOR INFORMATION DISPLAY TO SERVE UP EXCITING SLATE OF SESSIONS AT DISPLAY WEEK 2010 IN SEATTLE

Conference Program Features New Tracks that Spotlight Green, 3D and Other Key Technology Advancements Spurring Display-Industry Growth and Innovation

CAMPBELL, Calif., March 10, 2010—The Society for Information Display (SID), the leading global organization dedicated to the advancement of electronic display technology, today announced the preliminary symposium program for the 48th annual SID International Symposium, Seminar and Exhibition, May 23-28, 2010, at Seattle's Washington State Convention Center. This year's Display Week is packed with presentations that highlight the state of the art in display innovation, as well as a host of concurrent conferences, short courses, seminars and tutorials.

"It's clear from the number and quality of submissions to the technical symposium program that display technologists are eager to reveal their latest advances to the world," noted SID President Paul Drzaic. "We are particularly excited about this year's special focus on several emerging display technologies that are playing a leading role in driving the industry's future growth. These include technologies for 3D home entertainment, touch interfaces, solid-state lighting and advancements in green display technology—all areas whose growing importance is well-known to those involved in the display industry. As promising signs of emergence from the recent economic slump continue to mount, there couldn't be a better time or place for SID's annual gathering of the best and brightest in the display industry."

The four-day Symposium, to be held Tuesday, May 25, through Friday, May 28, consists of 79 sessions with 317 oral and 203 poster presentations that address a broad range of leading-edge topics across 17 tracks. New tracks for 2010 include:

- **3D**—The renaissance of 3D at the movie theater was acknowledged via the "3D in Cinema" special session held during Display Week 2008. Since then, sustained commercial interest in 3D titles on the big screen has fueled efforts to bring 3D entertainment into the home. Last year's Symposium featured presentations and demonstrations on 3D for TV and other home entertainment applications. With a record number of TV manufacturers to date having announced 3D products for the home, this year's technical program will highlight cutting-edge developments that are enabling this growing momentum—from autostereoscopic displays and 2D/3D switching for stereoscopic displays, to 3D TV/video and novel 3D displays. To augment the technical program, a special 3D Cinema event will be held Tuesday, May 25 from 7:30 to 10:00 p.m. There will be no better event coupling the technology behind 3D displays to the visions provided by artists using these technologies than at the SID Symposium.
- **Green Technology**—Government regulations and public opinion have made energy efficiency, eco-friendly materials and recyclability key issues in display development. Accordingly, several sessions on different aspects of green technology will be integrated into the 2010 technical program. Sessions include low-power electronic paper and other bi-stable displays, novel power-reduction techniques, power-saving device designs, smart grid and power recycling, and green technologies in active-matrix devices and display manufacture.

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SID ANNOUNCES SESSION LINEUP FOR DISPLAY WEEK 2010.....PAGE 2 OF 3

- **Solid-State Lighting**—Solid-state lighting gains growing acceptance over conventional lighting due to the benefits it affords in energy saving and design flexibility. Already well established in applications such as backlights for displays, digital signage and small specialty lighting, solid-state lighting is increasingly being implemented in mainstream markets, including home, office and street lighting, car headlamps, and other applications. The Display Week 2010 technical program will highlight developments and approaches that are enabling these advancements in the solid-state lighting arena, including the expanding role of LEDs and organic LEDs (OLEDs).
- **Touch Technology**—At last year’s Display Week, a record number of exhibitors displayed touch-related products such as touch screens and touch controllers. The touch-related papers scheduled for presentation at the 2010 technical symposium will provide attendees with insights into the latest work in this new frontier, including embedded and multi-touch solutions. A separate four-hour short course on the fundamentals of touch technology and its future applications is also scheduled for Sunday, May 23 from 3:00 to 7:00 p.m.

Aside from these new areas, the SID Symposium promises the latest and most exciting advances in these areas as well:

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|----------------------------------|---------------------------|
| Active-Matrix Displays | Emissive Displays |
| Applied Vision and Human Factors | Field-Emission Displays |
| Display Applications | Flexible Displays |
| Display Electronics | Liquid-Crystal Technology |
| Display Manufacturing | Organic LEDs |
| Display Measurement | Projection Displays |
| Display Systems | |

Held in conjunction with the Symposium, the 2010 Exhibition will feature more than 250 companies showcasing the latest display developments, many of which you can expect to see integrated into the next generation of electronics products in the near future. Hours and dates for the exhibits are:

- Tuesday, May 25: 10:30 a.m. – 6:30 p.m.
- Wednesday, May 26: 9:00 a.m. – 5:00 p.m.
- Thursday, May 27: 9:00 a.m. – 2:00 p.m.

The whirlwind of activity that marks Display Week isn’t limited to the content-packed Symposium and Exhibition. Below is a list of additional activities and events, each of which carries a separate fee.

AWARDS AND SPECIAL EVENTS

Awards Banquet—The Honors and Awards Banquet will take place at 8:00 p.m. on Monday, May 24, in Metropolitan Ballroom A of the Seattle Sheraton Hotel.

Awards Luncheon—The Display of the Year Awards will be presented at this luncheon, scheduled for 12:00 p.m. on Wednesday, May 26, in the Metropolitan Ballroom of the Seattle Sheraton Hotel.

Special Local Event—This year’s signature Display Week event will be held Wednesday evening, May 26, at the Museum of Flight, just south of downtown Seattle. Participants will enjoy food, drink and special technology presentations surrounded by the largest collection of historically significant air and space artifacts in the U.S.

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CONCURRENT CONFERENCES AND OTHER TECHNICAL EVENTS

Business Conference—The premier event at Display Week for strategic planning and marketing executives involved in the display industry, the Business Conference is organized by DisplaySearch. The all-day conference is slated for Monday, May 24.

Investors Conference—Co-sponsored by Cowen & Co., LLC, this conference, set for Tuesday, May 25, will feature presentations from leading public and private display companies designed to appeal to securities analysts, portfolio managers, M&A specialists and display company executives.

Market Focus Conference Series—Developed in conjunction with IMS Research, this first-ever series of market conferences will be held on Wednesday, May 26, and Thursday, May 27, and will comprise three different events concentrating on critical market development issues: TV 3.0 – The Future of TVs (May 26 and 27); The Future of Lighting and Backlighting (May 26); and The Future of Touch and Interactivity (May 27). More information on this exciting new addition to Display Week's line up of events can be found at www.sidmarketfocus.com.

Sunday Short Courses—These four-hour workshops on Sunday, May 23, cover the fundamentals of information displays. Two sessions run in parallel from 9:00 a.m. to 1:00 p.m., and two in parallel from 3:00 to 7:00 p.m.

Display Technology Seminars—These 90-minute seminars on 16 diverse display-related topics will be held on Monday, May 24.

Application Tutorials—These six hands-on, practical tutorials span a range of topics. Scheduled for Wednesday, May 26, they will be held in parallel over three time periods: 8:30 to 10:00 a.m., 10:30 a.m. to 12:00 p.m., and 3:30 to 5:00 p.m.

Display Week Contact Information:

- Media interested in attending Display Week, please contact Marie Labrie or Karen Do at DisplayWeekPR@mcapr.com
- Companies interested in exhibiting/sponsoring at Display Week, please contact Danielle Rocco at drocco@pcm411.com

About Display Week

The 48th SID International Symposium, Seminar and Exhibition, or Display Week 2010, will take place May 23-28, 2010, at the Washington State Convention Center in Seattle. Display Week is the premier international gathering of scientists, engineers, manufacturers and users in the field of electronic-information displays. For more information on Display Week 2010, visit www.sid2010.org, or follow us on Twitter at [@DisplayWeek](https://twitter.com/DisplayWeek). Share Display Week-related tweets using the hash tag #SID2010.

About SID

The Society of Information Display (SID) is the only professional organization focused on the display industry. In fact, by exclusively focusing on the advancement of electronic-display technology, SID provides a unique platform for industry collaboration, communication and training in all related technologies while showcasing the industry's best new products. With more than 6,000 members worldwide, the organization's members are professionals in the technical and business disciplines that relate to display research, design, manufacturing, applications, marketing and sales. To promote industry and academic technology development, while also educating consumers on the importance of displays, SID hosts more than ten conferences a year, including Display Week, which brings industry and academia all under one roof to showcase technology that will shape the future. SID's global headquarters are located at 1475 S. Bascom Ave., Ste. 114, Campbell, CA 95008. For more information, visit www.sid.org.