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**SOCIETY FOR INFORMATION DISPLAY AND IMS CONFERENCES DEBUT FIRST-EVER
MARKET FOCUS CONFERENCE SERIES DURING DISPLAY WEEK 2010**

***Exciting Addition to Display Week Line-up will Explore Some of the Hottest Segments in the Display
Space—TV, Lighting and Touch Technology***

CAMPBELL, Calif. and AUSTIN, Texas, March 15, 2010—The Society for Information Display (SID), the leading global organization dedicated to the advancement of electronic display technology, announced it will be collaborating with IMS Conferences, a division of IMS Research, on a new series of conferences to take place during Display Week 2010, which will be held in Seattle at the Washington State Convention Center from May 23-28. The SID Market Focus Conference Series, held on May 26-27 of that week, will concentrate on the critical market development issues facing three of the hottest segments in the display space—TVs, lighting/backlighting and touch. IMS Conferences will produce these events, which will help build awareness regarding opportunities and challenges in each of these dynamic markets.

“SID is excited to be working with IMS Conferences to develop and present our first-ever Market Focus Conference Series,” said Paul Drzaic, SID President. “Conference attendees and exhibitors have traditionally relied on SID to provide the most up-to-date information on technology innovations and emerging applications in important areas like these. Our new connection with IMS, and the introduction of full-day Market Focus Conferences, will deliver complementary market insights and analyses in a truly exciting way. There is no better venue than that of SID’s Display Week to access both the technical and market information we’ll be delivering in these red-hot areas.”

According to Ross Young, IMS Research’s senior vice president of displays, “We are pleased to be working with SID on their new Market Focus Conference Series. We feel this type of event will complement their outstanding technical sessions and exhibits, and lead to a more well-rounded experience for their attendees.”

The Market Focus Conference Series balances out an already information-rich Symposium planned for Display Week. In fact, the Symposium portion will feature a number of sessions dedicated to some of these very same compelling technology topics—guaranteeing that attendees will have access to the most comprehensive level of information available on the market, making Display Week a one-stop-shop for all things displays. Specifically, the Market Focus Conference Series agenda includes:

TV 3.0 – The Future of TVs (May 26 and 27)

This two-day event will cover the rapidly changing TV market emphasizing 3D content and hardware, Internet content delivery, how 3D and internet TVs will be merchandised in retail, LED TVs, OLEDs, and other display and non-display advances. The entire TV supply chain is expected to be represented on the agenda and in the audience, including service providers, content developers, retailers, brands, OEMs, panel suppliers, and other materials and components manufacturers.

The Future of Lighting and Backlighting (May 26)

This event will focus on the rapidly evolving requirements and opportunities for LEDs and OLEDs in the general lighting and backlighting markets. It will feature presentations and data from experts throughout the LED supply chain as well as OLED developers, lighting and display companies, and market and financial analysts.

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The Future of Touch and Interactivity (May 27)

This event will examine the market development issues, evolving technical requirements and opportunities for touch and interactive developers in the mobile, PC, TV, signage and other markets. Presenters are expected to include developers and buyers of touch screens and interactive solutions as well as companies representing the entire touch supply chain.

Additional information about the Market Focus Conference Series is available at:

<http://www.sidmarketfocus.com>.

Display Week Contact Information:

- Media interested in attending Display Week, please contact Marie Labrie or Karen Do at DisplayWeekPR@mcapr.com. As space is limited for the Market Focus Conference, accredited media interested in attending must register in advance and will only be available on a first-come, first-served basis.
- Companies interested in exhibiting/sponsoring at Display Week, please contact Danielle Rocco at drocco@pcm411.com.

About IMS Conferences

IMS Conferences is focused on the organization of international summits and conferences that explore the real world implementations of leading-edge technologies. Its events bring together international executives from technology companies, content & service providers, operators, policy & standard makers, distributors, analysts and retailers. The conferences comprise a mix of keynote speeches, case studies, panel debates and networking sessions, and are known for their high caliber of content and speakers. As a division of IMS Research, a leading global electronics market research company with over 80 analysts worldwide, IMS Conferences is able to draw on a wealth of analyst experience and industry contacts to ensure that its summits and conferences address the key issues facing each industry. IMS' client base includes most leading global electronics companies active in markets such as Consumer Electronics, Displays, Lighting & LEDs, Communications & Wireless, Semiconductors, Automotive & Transportation, Factory Automation, Medical Electronics, Power & Energy and Security.

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.

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