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THE SOCIETY FOR INFORMATION DISPLAY AND DISPLAYSEARCH PARTNER AGAIN ON DISPLAY WEEK 2010 BUSINESS CONFERENCE

Conference to Provide Engaging Discussions and Analysis on the Hottest Display Topics at the Intersection of Business and Technology, Including Touch, OLED, Pico Projectors, TV and 3D

CAMPBELL, California AND AUSTIN, Texas, March 22, 2010—The Society for Information Display (SID), the leading global organization dedicated to the advancement of electronic display technology, together with DisplaySearch, the worldwide leader in display market research, today announced that both organizations will once again collaborate on this year's **Display Week 2010 Business Conference**, which will be held in Seattle, Washington on May 24, 2010.

Kicking off SID's **Display Week**, the display industry's premier weeklong gathering, this forum is set to feature presentations from top executives of leading companies throughout the display supply chain. This conference will bridge the massive business of electronic displays and the critical enabling technologies at the heart of the latest electronic devices. Each session will be anchored by DisplaySearch analysts presenting in-depth market and technology analysis and the latest forecasts.

"**Display Week** features a host of informational events that provide the latest insight into the hottest displays technologies on the market, along with trends about the future innovations. The SID **Business Conference** is one of the key events that offers attendees a snapshot of the current display business, and a look forward to where high-growth display sectors are headed," said SID President Paul Drzaic. "SID's **Business Conference** has historically served as a precursor to the hot topics that will be seen during the exhibits and discussed in greater detail during our technical symposium. Last year's event, organized by DisplaySearch brought new energy, focus, and content to Display Week, and we are excited to work with DisplaySearch again this year to produce such an important conference for attendees."

"As both excitement and uncertainty swirl around the latest display technologies and features—3D, touch, OLEDs, LED backlight TVs and pico projectors—it becomes even more critical for all facets of the display supply chain to focus on the business side of the technology," noted Paul Semenza, senior vice president of DisplaySearch. "The SID **Business Conference** will serve as the intersection of technology development and market trends—providing valuable information and insights for all those who attend."

This year's **Business Conference** will feature in-depth content on specific market segments within the display industry:

Mobility: Tablets in the Mainstream?

Speakers in this session will discuss the definition of the tablet and how it will compete with mini-notes and other dedicated reading devices. The importance of the display and implications for the industry will also be addressed.

The Evolving TV: LED Backlights, Internet Connectivity and 3D

As TVs continue to evolve, many questions remain unanswered in regards to LED backlights, internet connectivity and 3D. The TV session will provide an outlet for executives throughout the TV supply chain to share their insight on these pressing topics.

Touch

With rapid growth in the touch sector, this session will delve into where the industry is headed—whether it be consolidation or fragmentation. The Touch session will also feature industry perspectives as to how in-cell touch and touch for TV and signage will play a role in this sector, and address whether gesture will become mature.

OLED Displays and Lighting

Is critical mass for AMOLED finally here? During the OLED Displays and Lighting session, presenters will discuss whether the barriers to large-scale production are surmountable and if OLED displays will be able to catch the moving LCD target. In addition, the outlook for OLED lighting will be discussed.



Pocket and Embedded Projectors

What direction should pocket and embedded-projector manufacturers take: stand alone devices or embedded? What display and light source technologies are being used? During this session, speakers will share their perspectives on how 'real' the market is and if pico projectors will become novelties.

E-Paper and Flexible Displays

For emerging technologies such as e-paper and flexible displays, what is driving growth: the technology or the application? Is there a killer app? Which comes first—the technology or the application? What are the choices for substrate and display technologies?

To register for this year's *Business Conference*, visit www.sid2010.org

Display Week Contact Information:

Companies interested in speaking and sponsorship opportunities for the SID/DisplaySearch *Business Conference* should contact Laura Castellano at 1.408.226.1101 or laura.castellano@displaysearch.com.

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 DisplaySearch

Since 1996, DisplaySearch has been recognized as a leading global market research and consulting firm specializing in the \$770 billion display supply chain, as well as the emerging photovoltaic/solar cell industries. DisplaySearch provides trend information, forecasts and analyses developed by a global team of experienced analysts with extensive industry knowledge and resources. In collaboration with the NPD Group, its parent company, DisplaySearch uniquely offers a true end-to-end view of the display supply chain from materials and components to shipments of electronic devices with displays to sales of major consumer and commercial channels. For more information on DisplaySearch analysts, reports and industry events, visit us at www.displaysearch.com. Read our blog at www.displaysearchblog.com and follow us on Twitter at [@DisplaySearch](https://twitter.com/DisplaySearch).

About The NPD Group, Inc.

The NPD Group is the leading provider of reliable and comprehensive consumer and retail information for a wide range of industries. Today, more than 1,700 manufacturers, retailers, and service companies rely on NPD to help them drive critical business decisions at the global, national, and local market levels. NPD helps our clients to identify new business opportunities and guide product development, marketing, sales, merchandising, and other functions. Information is available for the following industry sectors: automotive, beauty, commercial technology, [consumer technology](#), entertainment, fashion, food and beverage, foodservice, home, office supplies, software, sports, toys, and wireless. For more information, contact us or visit www.npd.com and www.npdgroupblog.com. Follow us on Twitter at [@npdtech](https://twitter.com/npdtech) and [@npdgroup](https://twitter.com/npdgroup).

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 is the premier international gathering of scientists, engineers, manufacturers and users in the field of electronic information displays. For more information, visit www.sid.org.