



MEDIA ALERT

SAVE-THE-DATE: DISPLAY WEEK 2011 RETURNS TO LOS ANGELES, CALIF., MAY 15-20, 2011

LOCATION AND DATES:

The 49th SID International Symposium, Seminar and Exhibition—Display Week 2011—will take place May 15 – 20 at the Los Angeles Convention Center in Los Angeles, Calif.

WHY SHOULD YOU ATTEND?

SID's annual Display Week is where the future of display technology is envisioned. Display Week is the only venue that provides display enthusiasts with a glimpse into what will be on the market in two to three years. At Display Week 2011, you will have the opportunity to learn about the latest emerging electronic-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, flexible displays, and advancements in green display technology. There's no better time or place for SID's annual gathering of the best and brightest in the display industry. Come see what new display technology is really shaping the future.

KEY EVENTS AT DISPLAY WEEK:

The annual Display Week Press Breakfast will take place Tuesday, May 17 from 7:00 a.m. to 8:00 a.m. in the Press Room. Come enjoy a complimentary breakfast courtesy of SID while getting an overview of all elements of Display Week 2011. The Press Breakfast will end promptly to ensure that you can attend the morning keynotes that will kick off the 49th annual Display Week. This year's keynotes are:

- Phil McNally, Stereoscopic Supervisor, *DreamWorks Animation*
- Yasuhiro Koike, Professor and Director of the Photonics Research Institute, *Keio University*
- Shuji Nakamura, Professor at the Materials Department, *University of California at Santa Barbara*

The four-day Symposium, to be held Tuesday, May 17, through Friday, May 20, consists of 72 sessions with 265 oral and 200 poster presentations that address a broad range of leading-edge topics. Some of the must-sees this year include: 3D, green technology, solid-state lighting, touch technology and flexible displays. Aside from these show stoppers, the SID Symposium stars the latest advances in active matrix displays; applied vision and human factors; display applications, electronics, manufacturing, measurement and systems; along with emissive, field-emission, liquid crystal and projection display technologies.

Held in conjunction with the Symposium, the Display Week Exhibition will feature more than 300 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 17: 10:30 a.m. – 6:30 p.m.
- Wednesday, May 18: 9:00 a.m. – 5:00 p.m.
- Thursday, May 19: 9:00 a.m. – 2:00 p.m.

CONCURRENT CONFERENCES AND 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 16.
- **Market Focus Conference Series**—Developed in conjunction with IMS Research, the series of market conferences will be held on Wednesday, May 18, and Thursday, May 19, and will comprise three different



events concentrating on critical market development issues: The Future of Touch & Interactivity (May 18); Green Displays Conference (May 18); and The e-book & Tablet Market Evolution (May 19).

- **Investors Conference**—Co-sponsored by Cowen & Co., LLC, this conference, set for Tuesday, May 17, 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.

REGISTRATION:

Media and analysts interested in attending Display Week, can contact Marie Labrie at DisplayWeekPR@mcapr.com. Please note, there are changes to this year's policy surrounding attendance at select events where space is limited, so be sure to review the [SID Press and Analyst Registration Policy](#) carefully

PRESS ROOM:

The SID Press Rooms are located in the Concourse Hall 153 A and B of the Los Angeles Convention Center and will be open from Monday, May 16th through Thursday, May 19th. Hours of operation are as follows:

DAY	PRESS ROOM HOURS
Monday, May 16	7:00 a.m. – 4:00 p.m.
Tuesday, May 17	7:00 a.m. – 6:30 p.m.
Wednesday, May 18	7:00 a.m. – 6:00 p.m.
Thursday, May 19	8:00 a.m. – 3:00 p.m.

All media and analysts are invited to attend SID's annual Press & Analyst Breakfast, so please mark your calendars for Tues., May 17th at 7 a.m. in the press room.

FOLLOW US

Follow Display Week and its exhibitors on Twitter at [@DisplayWeek](https://twitter.com/DisplayWeek). Share Display Week-related tweets using the hash tag #SID2011.