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LEADING INDUSTRY EXPERTS TO DISCUSS TV, LIGHTING AND TOUCH MARKET OUTLOOKS AT SID MARKET FOCUS CONFERENCE SERIES DURING DISPLAY WEEK 2010

CAMPBELL, Calif. and AUSTIN, Texas, April 14, 2010 – The Society for Information Display (SID), the leading global organization dedicated to the advancement of electronic display technology, in collaboration with IMS Conferences, a division of IMS Research, today unveiled its action-packed program for the inaugural [SID Market Focus Conference Series](#), taking place May 26-27 during [Display Week](#) (May 23-28) in Seattle. The SID Market Focus Conferences will address the outlook for three critical markets – TVs, touch and backlighting/lighting – each featuring high-level speakers and panelists from key players in the market.

“We are excited to be working with IMS to debut a new series of conferences focused on delivering Display Week attendees the latest market and technology information in these key, high-growth markets,” said SID President, Paul Drzaic. “The program featured at the SID Market Focus Conference covers the most recent innovations in each of these three major markets, and complements the technical symposium, exhibition and additional events taking place this year. The combination of reports on the latest technology and insights into markets will provide Display Week attendees the complete package of information they need to stay up-to-date in these vital areas.”

The Future of TVs

TVs are the dominant application in the \$80B+ display market with over a 30% share and are undergoing significant change through 3D, LED backlights, internet connectivity, wireless, new UIs, new applications and more. To understand the impact and likely adoption of each of these major trends, this two-day event (May 26-27) will bring together a world-class speaker lineup comprising industry experts, technologists and industry and financial analysts from the entire value chain including retailers, content providers, TV brands, component suppliers and research firms.

Presided over by IMS Research executives Ross Young and Ian Weightman, some of the speakers include:

- Steven Bosch, Director of Strategy – Best Buy
- Jim Sanduski, Senior VP of Sales – Panasonic
- Dave Workman, Executive Director – PRO Buying Group
- Brian Berkeley, Vice President for Advanced Technology – Samsung Mobile Display
- Pete Ludé, Senior VP of Solutions Engineering – Sony

Other participating companies include Accedo Broadband, AEG Live, AMIMON, Bjorn's, CBS, CEA, DisplayBank, EchoStar, Entone, GestureTek, Goldman Sachs, Insight Media, iSuppli, LG Electronics, Mitsubishi Electronics, Motorola, nVidia, OLED Association, Quixel Research, Revision4, Sharp, Wireless HD, XpanD and more. The event will conclude with what promises to be an exciting panel session featuring representatives from the industry's top research firms providing their predictions.

The Future of Lighting & Backlighting

The Future of Lighting and Backlighting will be held on Wednesday, May 26 and will focus on the rapidly evolving requirements, opportunities, advances and challenges for LEDs and OLEDs in the general lighting and backlighting markets. Special attention will be paid on the progress LEDs are making in the general lighting market, what the leading manufacturers are doing to improve performance and lower cost, and the supply/demand outlook for LEDs in backlighting and lighting and the forecast revenue opportunity. The event will host representatives from some of the leading companies in the solid-state lighting market, and will be chaired by OLED Association Managing Director Barry Young.

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Some of the confirmed speakers include:

- Jed Dorsheimer, Principal & Senior Analyst – Canaccord Adams
- Jovani Torres, Business Development Manager – Cree
- Dr. Ulrich Steegmüller, Senior Director R&D – Osram
- Keith Cook, Vice President Technology Poly & Standards – Philips
- Marc McConaughy, Vice President of Strategic Development – Rambus

Other participating companies include Bardsley Consulting, IMS Research, Lumileds, Novaled, OLED Association, Osram, QD Vision, Universal Display, Veeco and more.

The Future of Touch

The Future of Touch & Interactivity will take place on Thursday, May 27 and 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. Sponsored by SMART Technologies, this event will provide delegates with an opportunity to hear from companies at the forefront of touch and interactive technologies such as DisplayBank, FlatFrog, GestureTek, Mechdyne, Next Window, Pacinian, Plastic Logic, Samsung, Synaptics, Wacom and Yamaha, among others.

The event also includes a keynote speech from Microsoft Principal Researcher, Bill Buxton—one of the leading developers of Natural User Interface (NUI) technologies, like those used in Project Natal and Microsoft Surface.

Presided over by Mark Fihn, Publisher of *Veritas et Visus*, some of the presenters include:

- Mark Mendenhall, President – Elo TouchSystems
- Rick Seger, President – nTrig
- Malcolm Thompson, CEO – RPO
- Dave Martin, Executive Chairman and Co-founder – SMART Technologies
- Gary Barrett, Founder and CTO – Touch International

For more information about all three conferences, including registration information, sponsorship opportunities, up-to-date agendas and the complete list of confirmed speakers, please visit www.sidmarketfocus.com.

About Display Week

The 48th SID International Symposium, Seminar and Exhibition, dubbed Display Week 2010, will take place Sunday, 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 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.

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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 <http://www.sid.org/>.