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**DISPLAY WEEK 2010 BUSINESS CONFERENCE TO SPOTLIGHT  
E-PAPER AND FLEXIBLE DISPLAY MARKETS**

***Impact of the iPad on e-Paper and Dedicated e-Reader Devices to be Addressed During Conference  
Co-Sponsored by The Society for Information Display and DisplaySearch***

**CAMPBELL, Calif. and AUSTIN, Texas, April 7, 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 provided a glimpse of the closing session focused on e-paper and flexible displays for its upcoming [Business Conference](#), which will be held on Monday, May 24 during Display Week 2010. This co-sponsored event will feature comprehensive market analysis and forecasts for key display applications and technologies, as well as presentations from top executives of leading companies throughout the display supply chain.

“E-paper and flexible displays are taking off, with applications such as ebooks, newspapers, mobile displays, USB drives, shelf labels and wearable displays all showing promise,” noted Paul Semenza, DisplaySearch’s senior vice president. “The total e-paper display market is forecast to grow from \$431 million in revenues in 2009 to \$9.6 billion in 2018—a compound annual growth rate of 41% for revenues and 64% for unit shipments. In addition, flexible-type e-paper displays will surpass rigid versions after 2013 and reach \$4.9 billion in 2018,” Semenza added.

According to SID President, Dr. Paul Drzaic, “Display Week is the birthplace for unveiling breakthrough display technologies such as electronic paper and flexible displays. E-paper and flexible displays are just a few of the exciting areas where we have witnessed incredible progress over the last few years, and where we certainly expect to see some really extraordinary developments this year. Between the Business Conference, our technical symposium tracks and must-see exhibits, attendees are guaranteed an extensive look at the work that’s being done in these two hot areas and beyond. There is no doubt that Display Week will once again set the bar in being the industry’s hotbed for showcasing and sharing information surrounding the display technologies that are shaping our future.”

Specifically, during the Business Conference’s E-Paper and Flexible Displays session, speakers will discuss the latest in e-paper technologies such as reflective, bi-stable, flexible, non-glass and printed displays. They will also highlight existing and emerging applications, business strategies for commercializing e-paper and flexible displays, as well as competition with existing display technologies. Picking up on the opening session of the conference, a key area of discussion will be the impact of the iPad on e-paper and dedicated e-Reader devices.

In addition to DisplaySearch sharing its outlook for this market segment, the following industry participants will be featured during the flexible and e-paper displays session:

- **Jim Cathey, Vice President of Business Development, Qualcomm MEMS Technologies, Inc.** will discuss how mirasol® display technologies is the most energy efficient color display and will comment on the future of displays as it relates to ereader and mobile devices. He will also explain how mirasol displays could yield fewer batteries in landfills, less CO2 emissions and fewer recharge cycles.
- **Wolfgang Mildner, Managing Director, PolyIC GmbH & Co. KG, Germany**, will discuss the impact of printed electronics for the display industry. He will also expand on the future for flexible displays and high-resolution printed conductive films for touch screen sensors.
- **Martin Jackson, Vice President, Technology, Cambridge Technology Center, Plastic Logic**, will talk about the evolution of plastic electronics and the outlook for e-Readers.

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- **Nils Hulth, Vice President, Research and Product Development, Pricer AB**, will give insights on becoming a volume display supplier to the Electronic Shelf Label industry.
- **Guy Demuynck, CEO, Liquavista**, will focus on displays for e-Readers using electrowetting technologies.

To register for this year's Business Conference, visit <http://www.sid2010.org>. Companies interested in speaking and sponsorship opportunities for the Business Conference should contact Laura Castellano at +1 (408) 226-1101 or [laura.castellano@displaysearch.com](mailto:laura.castellano@displaysearch.com). Media interested in attending Display Week should contact Marie Labrie or Karen Do at [DisplayWeekPR@mcpr.com](mailto:DisplayWeekPR@mcpr.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 <http://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 <http://www.displaysearch.com/>. Read our blog at <http://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 <http://www.npd.com/> and <http://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 <http://www.sid.org/>.

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