



MEDIA ADVISORY

Key Display Week 2011 Information

All That You Need to Know

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.

PRESS ROOM

The SID Press Room is located in the Concourse Hall 153 A and B and will be open from Monday, May 16th through Thursday, May 19th. There will be wireless access. 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.

EXHIBITION HOURS

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:

Day	Exhibition Hours
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.

KEY EVENTS AT DISPLAY WEEK

PRESS & ANALYST BREAKFAST

The annual Display Week Press & Analyst Breakfast (titled, BrightSpots—Bringing Vision to Fruition) will take place Tues., May 17 from 7:00 a.m. to 8:20 a.m. in the Press Room. The breakfast will kick off with a few words from SID President, Dr. Munisamy Anandan, and then open up to an industry panel focused on the latest home entertainment topics such as Internet TV and 3D content and gaming, and the display technologies needed to support these capabilities.

Moderator:

- **Tamaryn Pratt**, Quixel Research

Panelists:

- **Bruce Berkoff**, LCD TV Association
- **Chris Chinnock**, President, Insight Media
- **Carlson Choi**, Vice President, Head of Marketing, NAMCO BANDAI Games America, Inc.

This event will end promptly to ensure that you can attend the morning keynotes that will kick off the 49th annual Display Week.

KEYNOTES

This year's keynotes lineup feature:

- ***How My 3D Hobby Became My 3D Career***
Phil "Captain 3D" McNally, Stereoscopic Supervisor, *DreamWorks Animation*
- ***Overwhelmingly Realistic Face-to-Face Communications: Photonic Polymer Technology***
Yasuhiro Koike, Professor and Director of the Photonics Research Institute, *Keio University*
- ***Nitride-Based LEDs and Laser Diodes: Current Status, Bright Prospects!***
Shuji Nakamura, Professor in the Materials Department, *University of Calif. at Santa Barbara*

EXHIBITOR PRESS CONFERENCES AND BREAKFAST

In addition to the Display Week Press & Analyst Breakfast, there will be one exhibitor press conference taking place on Tues., May 17th (10:45 a.m.–11:15 a.m.) in the press room. Details are below:

<i>Date/Time</i>	<i>Host</i>	<i>Event Details</i>
Tues., May 17 th 10:45 a.m. – 11:15 a.m.	Michael Woolstrum, Touch International	Building on a legacy of high-quality and lasting reliability, Touch International is proud to announce its latest multi-touch innovation. Enabling users to do more, Touch International's multi-touch displays deliver powerful performance with advanced design flexibility.

On **Wed., May 18th**, Corning will host an open house from 8:00 a.m. – 9:00 a.m. at its booth, #825, followed by complimentary breakfast immediately following the event back up at the press room.

SYMPOSIUM

The four-day Symposium, to be held Tues., May 17, through Fri., May 20, consists of 72 sessions with 265 oral and 200 poster presentations that address a broad range of leading-edge topics across 17 tracks. Come hear about the latest advances in 3D, touch interfaces, green technology, flexible displays and solid-state lighting—along with some of the hottest developments in active matrix, emissive, field-emission, liquid crystal and projection-based display technologies...and so much more.

SPECIAL EVENTS & CONCURRENT CONFERENCES

Awards Luncheon—The annual Display of the Year Awards will be presented at this luncheon, scheduled for 12:00 p.m. on Wed., May 18. In addition, and debuting this year are *The Best in Show* awards, which will honor the most noteworthy new technologies and products shown on the exhibit floor during Display Week. During this luncheon, Douglas Trumbull of Trumbull Ventures LLC will be the keynote, sharing his thoughts on current trends in motion-picture and television production and exhibition technologies—with a special emphasis on 3D, high-frame rates and large-screen presentations.

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 Mon., May 16.

Market Focus Conference Series—Developed in conjunction with IMS Research, you won't want to miss this series of conferences that will be held on Wed., May 18, and Thurs., 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 eBook & Tablets Market Evolution (May 19).

Investors Conference—Co-sponsored by Cowen & Co., LLC, this conference, set for Tues., 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

If you haven't done so already, you can register to attend Display Week by contacting:
DisplayWeekPR@mcapr.com.

FOLLOW US

Follow us on Twitter and Facebook to track all the activities at Display Week 2011. Right now, you can follow us on Twitter at [@DisplayWeek](https://twitter.com/DisplayWeek) and also share your own Display Week-related tweets using the hash tag #SID2011. We also encourage you to promote this hash tag to others within your company to increase your share of voice in the Display Week Twitter stream.

