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**SID & IMS RESEARCH ANNOUNCE FINAL AGENDA FOR
EBOOK & TABLE MARKET EVOLUTION CONFERENCE**

***Leading Brands, Frontplane and Display Suppliers, Publishers and Analysts to
Address These Dynamic and Rapidly Growing Markets***

CAMPBELL, Calif. and Austin, Texas, May 4, 2011—The Society for Information Display (SID), in collaboration with IMS Conferences, has announced the final agenda for the eBook & Tablet Market Evolution Conference at Display Week, which will be held May 15 – 20, 2011. The event will take place on Thursday, May 19th at the Los Angeles Convention Center and is part of the second annual Market Focus Conference Series during Display Week.

Two of the fastest growing display markets are eReaders and Tablets with IMS Research forecasting 120% growth in eReaders in 2011 to 26.2M units; and 261% growth in tablets to 60.8M units. Together with SID, IMS Research has put together this comprehensive forum, which will delve into the future outlook, requirements and opportunities afforded by these burgeoning markets.

According to event chairman and IMS Research SVP Ross Young, “We have put together a strong agenda covering these rapidly growing markets. We will hear from leading brands, display suppliers, 100% of the existing eReader frontplane market and analysts on all aspects of the eReader and tablet markets including, the latest results and projections; new innovations; how these segments are evolving and, if and when, they are likely to collide. The event will also cover the status and prospects for emerging display technologies in these markets and where existing display performance is going. It will also explore how the publishing market is changing and how publishers and booksellers are evolving to capture the digital publishing opportunity. We believe this event offers an excellent opportunity for Display Week attendees to gather significant intelligence on these dynamic markets and meet with their customers and suppliers as well as industry leaders.”

The agenda is as follows:

Morning Keynote: The Past, Present and Future of Electronic Paper - *Sri Peruvemba, Chief Marketing Officer, E Ink*

Peruvemba is the ideal keynote for this event given E Ink's enabling role in developing the eReader market and his passion for this technology and market overall. E Ink had a 96% share of the Q4 '10 eReader frontplane market and a 78% share of the eReader display market, according to IMS Research's Quarterly eReader and Tablet Shipment and Forecast Report. E Ink has also been the display industry's most profitable supplier for the past five consecutive quarters.

eReader Market Status and Outlook:

This session will feature presentations from Barnes & Noble and Hanvon—two of the top four eReader brands—along with leading analysts on the outlook for eReaders and the adoption of new features such as color and touch. Barnes & Noble was #2 worldwide and #1 in color. Hanvon was #4 worldwide and #1 in China. Speakers and topics include:

- eReader Market Dynamics and Forecast – *Ross Young, SVP, IMS Research*

- USA eReader Trends and Forecast – *Shawn G. Dubravac, Chief Economist and Director of Research, CEA*
- eReaders Go Color – *Doug Klein, VP of Program and Product Management, Barnes & Noble*
- What New Developments in Touch Will Mean to eReaders and Tablets – *Jun Liu, General Manager, Hanvon Technology*
- Touch Developments for eReaders – *Geoff Walker, Principal Analyst, IMS Research*
- Panel Session

Future of Publishing:

This session will feature presentations from one of the pioneers in digital publishing and a start-up focused on enabling textbooks for tablets. RAND has been distributing eBooks since 2000 and was one of the first publishers to sign with Amazon for distribution to the Kindle and the first academic publisher to sign with Apple's iBooks. Kno has developed innovative software enabling a better textbook experience on tablets. Speakers and topics include:

- Future of eBooks and its Impact on the Publishing Industry - *John Warren, Marketing Director, Publications, RAND Corporation*
- Textbooks for Tablets - *Babur Habib, CTO and Founder, Kno*
- Panel Session

Afternoon Keynote: In the Eye of a Perfect Storm, Leadership in the Reading Revolution, *Jim Cathey, Vice President, Business Development, Qualcomm MEMS Technologies*
Qualcomm is building a new production facility to ramp up its reflective Mirasol MEMS displays for portable applications, including eReaders and tablets. Cathey will discuss the company's latest developments and why Qualcomm believes they are ideally positioned to take a significant share in the eReader display market.

Display Advances for eReaders and Tablets:

This session will feature presentations from existing and emerging display suppliers to the eReader and tablet markets—covering their latest advances in display performance, form factor, power consumption and other characteristics that will improve the eReader and tablet experience. Participants include senior executives from:

- Microcup Electrophoretic Displays for eReaders – *Dr. Robert Sprague, SVP of R&D and Engineering, SiPix, Imaging Inc.*
- Future Outlook for "AeroBee" Displays Empowered by QR-LPD Technology – *Kaoru Suzuki, Fellow, Electronic Paper Marketing and Development Department, Bridgestone and*
 - *Hui Lee, Director, Strategic Business Development, Delta Corporate R&D*
- Advances in Electrowetting – *Johan Feenstra, CEO, Samsung LCD Netherlands R&D Center*
- Flexible, Rollable Displays; Ready for Lift Off – *Karl McGoldrick, CEO, Polymer Vision*
- Advances in FFS for Tablets – *Fumio Nemoto, SVP of Development and Manufacturing, Hydis*
- Panel Session

Tablet Market Status and Outlook:

This session will feature presentations on the history of tablets and the tablet market; the tablet market outlook; how to catch Apple; innovations and the evolution of the tablet market and impact of the eventual collision with eReaders. Speakers and topics include:

- Tablet Product and Market History - *Geoff Walker, Principal Analyst, IMS Research*
- Innovations in the Tablet Market – *Asokan Thiyagarajan, Director, Platforms and Technology Strategy, Samsung Mobile*
- Tablet Market Dynamics and Catching the iPad – *Ross Young, SVP, IMS Research*
- USA Tablet Trends and Forecast – *Shawn G. Dubravac, Chief Economist and Director of Research, CEA*
- Panel Session

The eBook and Tablet Market Evolution Conference will be held May 19th at the Los Angeles Convention Center, and is sponsored by E Ink, Qualcomm and Samsung. For more information about the event, or others in the Market Focus Conference Series, please [click here](#).

ABOUT DISPLAY WEEK 2011

The 49th SID International Symposium, Seminar and Exhibition, known as Display Week 2011, will take place Sunday, May 15 through Friday, May 20, 2011 at the Los Angeles Convention Center in Los Angeles, California USA. Display Week is the premier international gathering of scientists, engineers, manufacturers and users in the field of electronic information displays. For more information on SID 2011, visit www.sid2011.org.

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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 brings industry and academia all under one roof to showcase technology that will shape the future. SID's global headquarters are located at 1475 S. Bascom Ave., Ste. 114, Campbell, CA 95008. For more information, visit www.sid.org.

About IMS Conferences

IMS Conferences focuses on the organization of international summits and conferences that explore the evolution and real world implementations of leading edge technologies. Our events bring together international executives from technology companies, content & service providers, operators, policy & standard makers, distributors, analysts and retailers.

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