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SID APPLAUDS 2010 HONORS AND AWARDS RECIPIENTS FOR OUTSTANDING CONTRIBUTIONS TO FURTHERING THE DISPLAY INDUSTRY

SAN JOSE, Calif., April 28, 2010—The Society for Information Display (SID), the leading global organization dedicated to the advancement of electronic-display technology, today announced the recipients of its prestigious 2010 honors and awards for exceptional contributions to the display industry. Every year, SID recognizes individuals that have introduced novel approaches to display technology and/or have played a critical role in improving and advancing the display industry at large. The winners will be officially honored at an awards banquet, which will be held during SID's annual International Symposium, Seminar and Exhibition (Display Week 2010), held Sunday, May 23 through Friday, May 28, 2010 at the Washington State Convention Center in Seattle, Wash.

"Given the fantastic variety and quality of electronic displays available in the marketplace today, it's sometimes easy to overlook the fact that creating and perfecting new technology begins with individuals. This year's award recipients represent some of the most distinguished individuals that have changed the face of our industry," noted SID President, Dr. Paul Drzaic. "Their relentless dedication and achievements are invaluable to the continued evolution of the industry. We are extremely pleased and honored to acknowledge their contributions, and the lasting impressions they have made on today's display landscape."

2010 SID Honors and Awards Recipients

- The Jan Rajchman Prize awards exceptional scientific or technical achievement in, or contribution to, research on flat-panel displays. This year, the prestigious Jan Rajchman Prize is awarded to **Dwight Berreman** (retired) for his pioneering work in the development of computer-based methods used to simulate and optimize the electro-optical properties of LCDs, as well as his countless contributions to the understanding of electro-optic effects in liquid crystals.
- In recognition of exemplary contributions to display education, this year's Slottow-Owaki Prize is presented to **Philip Bos** of Kent State University for his revolutionary educational efforts in the field of LCDs. This includes hands-on curriculum development and the formation of student research topics, which fostered the latest LCD technology innovations for high-speed response, bistable operation, the design of wide-viewing-angle films and diffractive devices.
- The Karl Ferdinand Braun Prize honors outstanding technical achievement in, or contribution to, display technology. The 2010 recognition is awarded to **Frederic Kahn** of Kahn International for his exceptional innovative contributions to the development and commercialization of flat-panel LCDs and projection systems.
- This year's Lewis and Beatrice Prize goes to **Makoto Maeda**, who is recognized for his exceptional and sustained service to the Society for Information Display. He demonstrated brilliant leadership in his roles as a SID's Chapter Chairman, Director, and Regional Vice President—each of which contributed significantly to the growth of the Japan Chapter over the last few years.
- The Otto Schade Prize awards outstanding scientific or technical achievement in, or contribution to, the advancement of functional performance and/or image quality of information displays. This year's recipient is **Eli Peli**. Peli has made outstanding contributions—most notably, his efforts in improving display performance for populations with special visual needs—to vision science and their application to image-quality evaluation and enhancement.

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SID ANNOUNCES 2010 HONORS & AWARDS RECIPIENTS..... PAGE 2 OF 3

The SID Fellow distinction honors individuals who have made a widely recognized and significant contribution in advancing display innovation. This year's SID fellowship comprises pioneers from all over the globe.

Recipients of the 2010 Fellow Awards are:

- Wei Chen, Apple, Inc.
- Edward Kelley, Consultant
- Haruhiko Okumura, Toshiba Corp.
- Roger Stewart, Sourland Mountain Associates
- Andrew Watson, NASA

SID is also honoring individuals with Special Recognition Awards for their distinguished contributions, including exemplary technical accomplishments, contributions to research and development, and service to the Society.

This year's Special Recognition Awards recognize the following individuals:

- Joyce Farrell, Stanford University
- Hiroki Hamada, Sanyo Electric Co., Ltd.
- Michio Kitamura, SHINTECH, Inc.
- James Larimer, Image Metrics, LLC
- Ryuichi Murai, Panasonic
- Helge Seetzen, Dolby Canada Corp.
- Gregory Ward, Dolby Canada Corp.
- Lorne Whitehead, The University of British Columbia
- Kenji Awamoto, Shinoda Plasma Co., Ltd.
- Manabu Ishimoto, Shinoda Plasma Co., Ltd.
- Tsutae Shinoda, Shinoda Plasma Co., Ltd.

The awards banquet will take place on Monday, May 24, 2010 at 8:00 p.m. in Metropolitan Ballroom A of the Seattle Sheraton Hotel. For more information on attending the awards ceremony, please visit www.sid2010.org. Tickets are still available, but going fast as they are available for advanced purchase only.

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/>, become a fan on [Facebook](#) or follow us on Twitter at [@DisplayWeek](#). Share Display Week-related tweets using the hash tag #SID2010.

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/>.

Note to Editors: *Photos of the award recipients are available; please contact Marie Labrie at mlabrie@mcapr.com or 650-968-8900, ext. 119.*