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PREMIER TV BRAND TO KEYNOTE SOCIETY FOR INFORMATION DISPLAY AND IMS CONFERENCES' TV MARKET FOCUS CONFERENCE

Samsung's Senior Vice President of Home Entertainment, John Revie, to Kick-off the Inaugural Event

CAMPBELL, Calif. and AUSTIN, Texas, April 29, 2010 – The world's #1 TV brand, Samsung Electronics, will fittingly keynote the inaugural [Market Focus Conference Series](#) on 'TV 3.0: The Future of TVs' organized by the Society for Information Display (SID) and IMS Conferences, a unit of IMS Research. The TV market series will be held in Seattle on May 26-27 during [Display Week 2010](#) (May 23-28).

John Revie, Senior Vice President of Home Entertainment Product Marketing at Samsung Electronics America, will open the first annual SID/IMS [TV 3.0: Future of TVs Conference](#) with a keynote talk on the outlook for 3D and Internet TVs. Both 3D and Internet-connected TVs have the opportunity to not only significantly enhance the user experience, but also to improve the existing TV business model. Revie will also discuss Samsung's view of these emerging consumer segments along with the challenges and opportunities they present to both manufacturers and retailers.

Revie has played a key role in Samsung becoming the dominant TV brand in the U.S. and the world. After 20 years at Sony Electronics, where he ran their consumer TV business as General Manager and had responsibility for their direct marketing and business planning, Revie joined Samsung in late 2005 as the Vice President of TV Marketing. Promoted to his current role as Senior Vice President in 2008, Revie has responsibility for product marketing of Samsung's entire TV line-up, including its LCD, plasma, LED and 3D TVs, as well as Samsung's home entertainment Blu-Ray, HTIB and A/V receiver products. Since joining Samsung, the company has risen from #4 to #1 in LCD TVs and has more than doubled its global TV revenue share. Prior to that, Revie spent 20 years at Sony, where he held various positions including running their U.S. consumer TV business as General Manager. Revie holds a bachelor's degree in accounting from Fairleigh Dickinson University and a master's degree in business administration from Iona College. He is also a licensed CPA in New Jersey.

According to IMS Research Senior Vice President Ross Young, "Given John's extensive experience and impressive track record in the TV market, he is the ideal person to keynote our inaugural event. He is a sought-after speaker on the TV market, and we are thrilled he is participating. I am sure he will provide significant value and insight to our attendees."

"The participation of the leadership of so many major TV brands and major retailers in our Future of TVs Conference provides an authoritative view of the television market," said Paul Drzaic, SID President. "John Revie is ideally positioned to provide a vision for the potentially explosive impact that new technology and new content will have on driving new consumer demand, and its effect on participants within this marketplace."

In addition to Samsung, the event will feature presentations from other leading TV brands, the #1 TV retailer and smaller regional retailers, providing attendees a well-rounded view of the opportunities and challenges associated with developing and merchandising 3D and Internet TVs.

Other participating TV brands include:

- Tim Alessi, Director of New Product Development, LG Electronics
- Dave Naranjo, Director of Product Development, Mitsubishi Electronics
- Jim Sanduski, Senior Vice President of Sales, Panasonic
- Ken Lowe, VP and Co-founder, VIZIO

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Participating retailers include:

- Steve Bosch, Director of TV Strategy, Best Buy
- Bjorn Dybdahl, President, Bjorn's Audio Video
- Dave Workman, Executive Director, PRO Group

Zoran is a Silver Sponsor of the event. For more information about the Future of TVs Conference, which has 1-day or 2-day registration options, or other Market Focus Conference events on Lighting and Touch, please visit www.sidmarketfocus.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/>, 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/>.

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 Consumer Electronics, Displays, Lighting & LEDs, Communications & Wireless, Semiconductors, Automotive & Transportation, Factory Automation, Medical Electronics, Power & Energy and Security.