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**SONY ELECTRONICS' STAN GLASGOW TO EXPLORE FUTURE OF ENTERTAINMENT IN 3D DURING SID DISPLAYSEARCH BUSINESS CONFERENCE HELD AT DISPLAY WEEK 2010**

**Glasgow to Create Sony 3D Cinema Experience that Includes Movies, Sporting Events and More During Keynote for Business Conference**

**CAMPBELL, Calif., and AUSTIN, Texas, May 10, 2010**—The Society for Information Display (SID), the leading global organization dedicated to the advancement of electronic-display technology, and DisplaySearch, the worldwide leader in display market research, today announced that Sony Electronics' President and Chief Operating Officer Stan Glasgow will deliver the keynote address during the *SID DisplaySearch Business Conference*, which will be held during Display Week 2010 (May 23-28) in Seattle. Glasgow will describe Sony's vision of the future, with 3D emerging as the next great platform for home entertainment. Drawing upon Sony's work on implementing 3D capabilities in its professional cameras, digital cinema 4K projection systems and other equipment, as well as consumer products including TVs, Blu-ray disc players, and gaming consoles, Glasgow will provide a comprehensive view of the challenges and opportunities in the 3D platform.

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Because in 3D, 'seeing is believing,' Sony will be creating a 3D cinema experience within the **SID DisplaySearch Business Conference** using their 3D equipment. Specifically, they will use a Sony SRXR320 3D Projector and a Silver Screen to show the 3D images and distribute 3D glasses for attendees. Attendees will be treated to a mixture of content from Sony and other content providers, including movies, live sporting events, gaming and other entertainment.

The release of numerous 3D movies has created a tremendous amount of interest in 3D beyond the cinema. But in moving from the cinema to the home, there are additional challenges. In his presentation, Glasgow will describe Sony's concept of the "lens-to-living room" ecosystem for 3D, encompassing content creation, processing, delivery and viewing in the home.

"We are thrilled to have Mr. Glasgow serve as the keynote for the **SID DisplaySearch Business Conference**," noted Paul Semenza, DisplaySearch Senior Vice President. "Sony is a pioneer in 3D, in regards to both TV and content, and Glasgow's presentation will be beneficial to all those in the 3D display supply chain."

Stan Glasgow was appointed president and chief operating officer of Sony Electronics Inc. in March 2006. Prior to this role he served as president of Sony Electronics Consumer Sales Company where his responsibilities included management of the company's retail and online sales channels, in addition to oversight of the SonyStyle retail store strategy in the United States. Previously, Glasgow was senior vice president of Sony Electronics Information Technology Products Division. Glasgow joined Sony in 2001 as vice president of computer displays. During his tenure, Glasgow developed innovative sales programs and product strategies that resulted in \$275 million in sales.

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To register for this year's **SID DisplaySearch Business Conference**, visit [www.sid.org/conf/sid2010/registration](http://www.sid.org/conf/sid2010/registration). 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/>, 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 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 [www.displaysearch.com](http://www.displaysearch.com). Read our blog at [www.displaysearchblog.com](http://www.displaysearchblog.com) and follow us on Twitter at @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 [www.npd.com](http://www.npd.com) and [www.npdgroupblog.com](http://www.npdgroupblog.com). Follow us on Twitter at @npdtech and @npdgroup.

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