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GLOBAL TECHNOLOGY LEADERS CONVENE IN SEATTLE TO SHOWCASE THE HOTTEST ELECTRONIC DISPLAY TECHNOLOGY SET TO HIT THE MARKET AT DISPLAY WEEK 2010

Witness Innovations in 3D, Touch Interfaces, Flexible Displays, OLED, LCD and More that are Driving the Future Electronics Industry During the 48th Annual SID Symposium, Seminar & Exhibition

CAMPBELL, Calif., May 19, 2010—The Society for Information Display (SID) announced today some of the latest highlights transpiring at Display Week 2010 in Seattle, Wash. As the leading global organization dedicated to the advancement of electronic display technology, SID's week-long 48th annual International Symposium, Seminar and Exhibition continues to serve as the premier venue for the electronic display industry to unveil its latest advances. This year will see a number of notable new developments in 3D displays, touch interfaces, green technology, flexible displays, lighting technology, and many, many others. Display Week serves as the crystal ball for the consumer electronics industry, providing first looks at the display technologies that will enable the exciting commercial products of tomorrow. Display technologies showcased at Display Week 2010 will be appearing in a few years inside the hottest new consumer electronic products—making the show this year's must-see event.

Display Week 2010 will be held at the Washington State Convention Center in Seattle (May 23-28). Tuesday morning, May 25, will feature keynotes that will provide compelling visions in the fields of OLED displays, displays in avionics, and emerging forms of entertainment. This year's keynote speakers are:

- Dr. Sang-Soo Kim, executive VP, Samsung Mobile Display along with Samsung Fellow and SID Fellow
- Mike Sinnett, vice president/787 systems chief engineer, The Boeing Company
- Steve Bathiche, director of research, Applied Sciences Group, Entertainment and Devices Division, Microsoft Corp.

The symposium at Display Week is primed to showcase some of the hottest developments underway among today's major industry players. The four-day symposium will run from Tuesday, May 25, through Friday, May 28, and consists of 79 sessions with 317 oral and 203 poster presentations. Some key themes emerging from the symposium line-up include:

- **3D**—The current renaissance of 3D at the movie theater was foreshadowed via the "3D in Cinema" special session held during Display Week 2008. Since then, sustained commercial interest in 3D titles on the big screen—most recently by *Avatar*—has fueled efforts to bring 3D entertainment into the home. With an unprecedented number of TV manufacturers announcing 3D products for the home, this year's technical program will highlight cutting-edge developments that are enabling this growing momentum—from autostereoscopic displays and 2D/3D switching for stereoscopic displays, to 3D TV/video and new-to-the-world 3D displays. This year's Display Week will once again feature a special 3D Cinema event, which will be held Tuesday, May 25 from 7:30 to 10:00 p.m, showcasing 3D content from some of the most creative sources in the growing 3D ecosystem.
- **Green Technology**—Government regulations and public opinion have made energy efficiency, eco-friendly materials, and recyclability key issues in display development. Accordingly, several sessions on different aspects of green technology will be integrated into the 2010 technical program. Sessions include low-power electronic paper and other bi-stable displays, novel power-reduction techniques, power-saving device designs, power recycling, and green technologies in active-matrix devices and display manufacture. Examples will abound at Display Week of companies "doing well" by "doing good."

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- **Solid-State Lighting**—Solid-state lighting is gaining growing acceptance due to the benefits it affords in energy saving and design flexibility over conventional lighting. Already well-established in applications such as backlights for displays, digital signage and small specialty lighting, solid-state lighting is increasingly being implemented in mainstream markets, including home, office and street lighting, and car headlamps. The Display Week 2010 technical program will highlight developments and approaches that are enabling these advancements in the solid-state lighting arena, including the expanding role of LEDs and organic LEDs (OLEDs).
- **Touch Technology**—At last year's Display Week, a record number of exhibitors displayed touch-related products such as touch screens and touch controllers. The touch-related papers scheduled for presentation at the 2010 technical symposium will provide attendees with insights into the latest work in this new frontier, including embedded and multi-touch solutions. A separate four-hour short course on the fundamentals of touch technology and its future applications is also scheduled for Sunday, May 23 from 3:00 to 7:00 p.m.

These are just a few of the hot topics that will be explored and discussed in comprehensive detail during the week. There will also be an exhibition, which will run from May 25 through May 27, featuring 250-plus companies specializing in display electronics, components, systems, services, manufacturing equipment and applications. For a sampling of what companies will be showcasing at their respective booths, please refer to the **Editors' Addendum** that accompanies this release.

Lastly, some other noteworthy events slated for Display Week include:

- **SID DisplaySearch Business Conference**—The premier event at Display Week for managers and executives tracking the overall display market is SID's Business Conference, organized in cooperation with DisplaySearch. This all-day conference is slated for Monday, May 24. Sony Electronics' President and Chief Operating Officer, Stan Glasgow, will deliver the keynote address kicking off the conference. 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 professional and 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. Because in 3D 'seeing is believing', Sony will be providing a 3D cinema experience as part of the keynote, using Sony 3D technology. Attendees will be treated to a mixture of content from Sony and other content providers, including movies, live sporting events, gaming and other entertainment. To register or learn more about the rest of the event, visit www.sid.org/conf/sid2010/registration.
- **Investors Conference**—Co-sponsored by Cowen & Co., LLC, this conference—set for Tuesday, May 25—will feature presentations from leading public and private display-oriented companies designed to appeal to securities analysts, portfolio managers, M&A specialists and display company executives.
- **Market Focus Conference Series**—Developed in conjunction with IMS Conferences, this first-ever series of market-focused conferences will be held Wednesday, May 26, and Thursday, May 27. These conferences have been developed to provide an intense market focus in three of the hottest areas of display technology, and will provide attendees a deep understanding of the market forces shaping developments in these areas. The events include *TV 3.0 – The Future of TVs* (May 26 and 27); *The Future of Lighting and Backlighting* (May 26); and *The Future of Touch and Interactivity* (May 27). Each Market Focus conference will feature speakers that are at the leading edge of commercializing key technologies. For example, the U.S. Department of Energy named Seattle as the lead test city for the Municipal Solid-State Street Lighting Consortium. The consortium's director, Edward Smalley, will keynote *The Future of Lighting and Backlighting* session on May 26, where he will discuss national trends in LED installations, improvements in LED technology and the potential cost-savings LEDs can offer. He will also provide an application overview and a look into the City of Seattle's approach to LED street lighting. More information on this Series can be found at www.sidmarketfocus.com.

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- **Sunday Short Courses**—[Four different four-hour tutorials](#) on Sunday, May 23, provide an in-depth introduction into several fundamentals of information displays. This year's topics include active-matrix devices, display optics, OLED displays and touch technologies. Two sessions run in parallel from 9:00 a.m. to 1:00 p.m., and two in parallel from 3:00 to 7:00 p.m.
- **Display Technology Seminars**—SID is proud to present [sixteen different 90-minute seminars](#) on a diverse set of display-related topics will be held on Monday, May 24.
- **Application Tutorials**—Six [Application Tutorials](#) span a range of topics, and provide a detailed look at several different practical aspects of electronic displays. Scheduled for Wednesday, May 26, they will be held in parallel over three time periods: 8:30 to 10:00 a.m., 10:30 a.m. to 12:00 p.m., and 3:30 to 5:00 p.m.

Another key event that attendees won't want to miss is the annual SID Luncheon, to be held Wednesday, May 26. Mr. Terry Schmidt, chief scientist of Christie Digital Systems, Inc. and longtime SID member, will reveal what happened "Behind the Screens at the Beijing Summer Games." During the 2008 Summer Olympic Games in China, the "Bird's Nest" Stadium was aglow with over 2.5-million lumens of high-definition digital video images illuminated by 147 high-power digital projectors. Schmidt will walk attendees through the many unique challenges of the high-tech setup in an outdoor venue of this immense scale, and explain how these impressive displays contributed to the overall spectacle of this memorable event.

****Exclusively** for media and market analysts, the annual Display Week Press & Analyst Breakfast will take place Tuesday, May 25 from 7:00 a.m. to 8:10 a.m. in the Press Room (613/614). The breakfast will kick off with a few words from Dr. Paul Drzaic – SID's outgoing president – and SID's incoming president, Dr. Musinamy Anandan. New to this year's press breakfast format is a market analyst roundtable that will follow. This panel discussion will touch on the current trends in the display market and some of the key highlights surrounding the show, as well as industry challenges and opportunities. Moderated by **Michael Miller**, *PCMag.com* and Senior Vice President for Technology Strategy, Ziff Brothers Investments, panelists include **Bob Raikes**, Principal, MEKO; **Chris Chinnock**, President, Insight Media; **Paul Semenza**, Senior Vice President, DisplaySearch; **Ross Young**, Senior Vice President, Displays, LEDs and Lighting, IMS Research; and **Rhoda Alexander**, Director of Monitor Research, iSuppli

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 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 for 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 www.sid.org.

Note to Editors: Addendum of Display Week 2010 Exhibitor Highlights Follows



EDITORS' ADDENDUM: KEY EXHIBITOR HIGHLIGHTS AT DISPLAY WEEK 2010

3M Electronics (Booth #339) will be introducing two new display material portfolios—3M Electrically Conductive Cushioning Gaskets and 3M Transparent Conductors. Both are designed for use in consumer mobile devices with multi-functioning material. Also featured is 3M Electronics' family of Optically Clear Adhesives that enable the high-quality touch features used in today's most popular consumer mobile devices, and 3M Light Management Tapes, which meets the growing demand to block LED lights of electrical components of LCD modules.

3M Touch Systems (Booth #231) will be exhibiting Projected Capacitive Technology with 20-finger simultaneous touch at less than six milliseconds response time. This is a key technology advancement for developers looking for a more comprehensive multi-touch ecosystem to offer their customers immersive multi-finger interfaces and multi-user applications.

CODIXX (Booth #524) will present its latest polarizers optimized for the use in the red, green and blue wavelengths – colorPol® VIS 006 AC3 (440-480 nm), colorPol® VIS 007 BC3 (500-550 nm) and colorPol® VIS 008 BC3 (600-650 nm).

Corning (Booth # 641) will feature its Gorilla® glass, which offers benefits for an array of display applications, from PCs and TVs to handheld devices. Visitors will be able to put Gorilla glass to the test and experience its durability and scratch-resistance for themselves. Visitors will also be able to see thin, flexible glass in action, use a microprojection device that features a Corning green laser, compare how different TV cover materials will support 3-D, and have their photo taken with a Gen 10 glass substrate.

Digital View (Booth #632) will be exhibiting its latest range of high performance, high resolution LCD display interfaces. New for 2010 are WUXGA & WAXGA resolution support, 120Hz panel support, wide temperature support (-40C to +80C), dual HD-SDI & 3G inputs - plus a wide range of display control and color management software and accessories. Digital View will also showcase its specialist signal converter and image scaler products - plus its latest digital signage focused digital media players.

Dontech, Inc. (Booth #771) is a vertically integrated designer and manufacturer of optical filters, coatings and components to enhance the optical and environmental performance of electronic displays for military, medical and industrial applications.

Elo TouchSystems (Booth #1207) will launch its new ground-breaking family of large-format interactive displays to provide more functionality and flexibility versus standard digital signage. Featured at its booth, the new Elo TouchSystems portfolio will offer professional-grade touch displays built to withstand high-traffic out-of-home environments, enhance the customer experience, and enable real-time metrics.

Endicott Research Group (ERG) (Booth #341) will showcase its state-of-the-art driver boards for LED-backlit LCDs, including its new high-power SFD2C driver that will be powering an Optrex 17.5" WXGA TFT LCD backlit with ERG's new HBLEED rails and its new SFDK Series driver, which will be powering a Sharp 18.5" LCD.

Fujitsu (Booth #764) will begin marketing its Windows 7 logo-approved, multi-input resistive touch panels in North America. Being demoed in the booth, these panels feature a patented technology that simultaneously processes single-tap and multi-input to allow accurate stylus handwriting and two-finger manipulation, including pinch, push, rotate and scroll functionality. Also in the booth will be a demo of Fujitsu Japan's FLEPia color e-reader with a touch interface.

Global Lighting Technologies (GLT), Inc. (Booth #1424) will be demonstrating the world's most efficient LED-based edge lighting technology utilizing high-efficiency LEDs that focus the light into a high-performance backlight to provide BLUs that meet consumer demand for smaller, slimmer size with outstanding performance and greater efficiency. GLT will have an edge-lit 46" diagonal TV as well as a 2' x 2' troffer downlight utilizing the company's light blade technology on display at their booth.



Insight Media (Booth #1408) will be showcasing their latest display technology reports. Meet with the firm's analysts and review their in-depth technical reports on 3D technology, 2D-to-3D conversion, stereoscopic 3D gaming, 3D TVs, AS3D displays, LEDs/lasers, pico projectors, HUDs and more.

Kent Displays (Booth #437) will be exhibiting a wide variety of glass and flexible Reflex™ LCDs. Of significant importance is its Boogie Board™ LCD Writing Tablet, which features the first mass produced flexible Reflex LCD.

LG Display (Booth #271) will be sponsoring a luncheon for the press and analysts, and is encouraging folks to visit their IPS Lounge at booth #1031. Raffle drawings will take place throughout the show with prizes in store for press and analysts.

Microvision, Inc. (booth #1401), a recent winner of a 2010 "Best of SHOW" award at Macworld for its SHOWWX™ laser pico projector, plans to showcase several technology advancements and future product application demonstrations based on its PicoP® laser display technology.

Panasonic (Booth #413) will exhibit end-to-end 3D solutions, from a Full HD 3D home entertainment system for consumers and the company's 3D content partnership with DIRECTV to an innovative 3D professional videocamera for independent filmmakers. Panasonic's Full HD 3D displays benefit from the inherent ability of Plasma display technology to enhance the 3D viewing experience by providing great depth, superb black levels and fast refresh rates.

Sharp Microelectronics of the Americas (SMA) (booth #731) will be announcing a suite of eight new LED-backlit LCDs, ranging in size from 3.5 inches to 15.0 inches, some with touch panel options. This expansion of Sharp's LED-backlit product line helps meet customer demand regarding the environmental and design benefits of LED backlighting. Sharp has also added to its line of ultra low-power graphic displays with the introduction of a new 6.0-inch Memory LCD. The Memory LCD line, which also features 1.35-inch, 2.7-inch, and 2.94-inch sizes, combines built-in pixel memory, high reflectance and ultra-thin profiles, opening up new possibilities for mobile display design.

Zytronic (Booth #509) will be introducing a new family of touch controllers designed for use with its proprietary Projective Capacitive Technology (PCT™) touch sensors. In combination with the new controller, Zytronic will demonstrate a 50-inch dual-touch ZYTOUCH® sensor, which can be used with LCD or rear projection systems up to 82-inches in size, for street vending or interactive digital signage applications, along with its ZYBRID and ZYPOS touch sensors.

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