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**SOCIETY FOR INFORMATION DISPLAY AND COWEN AND COMPANY TO HOST
6TH ANNUAL INVESTORS CONFERENCE DURING DISPLAY WEEK 2010**

***Final Conference Agenda Unveiled with a Focus on Investment Opportunities
Within Emerging and Established Display Technology Markets***

CAMPBELL, Calif., May 5, 2010—The Society for Information Display (SID), the leading global organization dedicated to the advancement of electronic display technology, together with Cowen and Company, a global investment banking firm with a focus on growth sectors and a dedicated practice in display and emerging technologies, today unveiled the agenda for its 6th Annual Investors Conference. To be held on Tuesday, May 25 during Display Week in Seattle, Wash., this year's conference boasts an exciting lineup of presentations featuring a mix of public and private display technology and supply chain companies. Designed for securities analysts, portfolio managers, venture investors, M&A specialists and display company executives, the Investors Conference offers a valuable forum for educating the investment community on the opportunities afforded by emerging and established display technologies. As such, the attendee-influence agenda will feature a new format focused on 5 panel sessions, featuring more than 20 companies that will impart the latest information on developments in areas such as touch and immersive technology, lighting, LCD alternatives, mobility, portability and projection, and IP-based business models. These sessions will be moderated by industry leaders and flanked by high-profile keynote presentations, including Rovi Corporation.

"The display industry continues to drive an abundance of fresh innovations that influence a host of everyday electronics from TVs to portable devices such as netbooks, e-readers and mobile phones. The unrelenting ability for the industry to push display technology boundaries and continue the course of innovation generates considerable interest among investors," noted Paul Drzaic, president of SID. "There are several red-hot display technology markets that are set to grow over the next few years and drive profits for the future, including 3D displays, touch and immersion technologies, and solid-state lighting/LEDs. The Investors Conference will impart insight into these key areas that will guide the display industry's growth in the years to come. This, along with a host of other events taking place during Display Week, will offer attendees an all-encompassing perspective on how our industry continues to stir innovation and economic growth."

"Given our unique track record of raising capital and providing strategic advice for some of the most innovative companies in the emerging technology sector, we've shaped this year's agenda to create a more interactive experience for venture and public investors that will hone in on key growth markets and the companies behind them to offer attendees in-depth insight into what's next for the industry," stated Josh Epstein, who leads Cowen's focus on Digital Media and Emerging Technologies. "With an impressive lineup of presenters from leading display technology and supply chain companies, this is a must-attend event for anyone interested in gaining information on investment opportunities surrounding this dynamic industry."

The Investors Conference will follow [Display Week's keynote addresses](#), and will feature companies influencing these hot market segments, and will include names such as: Canesta, Hillcrest Labs, Novaled, Perceptive Pixel, RPO, QD Vision, Supertex, Pixel Qi, Plastic Logic, Universal Display Corporation, eMagin, Kopin, Microvision, Syndiant, Immersion, Rambus, Sumitomo Chemical and TechnoView. Also slated on the agenda is a luncheon keynote presentation from Richard Bullwinkle, chief evangelist, Rovi Corporation, who will address, "What is a Connected Living Room? (Hint: It's More Than Plugging Ethernet into the Back of Your TV). Immediately following the conference, all attendees are invited to join a networking reception with presenters and investors held from 5:45 to 7:00 p.m.

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The final agenda and additional details about the Investors Conference is available at <http://www.sid.org/conf/sid2010/investors.pdf>. The Investors Conference includes a continental breakfast, lunch, refreshments, an evening networking reception, access to both the Exhibit Hall and the Symposium's Keynote Session on Tuesday morning prior to the start of the Investment Conference, along with a copy of the Investors Conference notes.

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 Cowen and Company

Cowen Group, Inc. is a leading diversified financial services firm providing alternative investment management, investment banking, research, and sales and trading services through its business units, Ramius and Cowen and Company. Its alternative investment management products include hedge funds, fund of funds, real estate funds, healthcare royalty funds, cash management and commodity trading funds, offered primarily under the Ramius name. Cowen and Company offers industry focused investment banking for growth-oriented companies, domain knowledge-driven research and a sales and trading platform for institutional investors. Founded in 1918, the firm is headquartered in New York and has offices located in major financial centers around the world. For more information, visit www.cowen.com.

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/>.

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