

DisplaySearch's USFPD Conference Keynotes to Highlight New Market Opportunities and State of the Economy Post-Financial Crisis

AUSTIN, Texas, February 3, 2010—DisplaySearch, the worldwide leader in display market research, today unveiled that Bryan Burns, Vice President of Strategic Business Planning and Development at ESPN and Dr. Paul S. Kedrosky, Analyst at CNBC, will deliver keynote addresses at the upcoming 12th annual [DisplaySearch USFPD Conference](#). The conference will take place on March 2-3, 2010 at the Hilton San Diego Resort in San Diego, California.

"Brian Burns and Paul Kedrosky bring very unique perspectives to their roles as keynote speakers for the DisplaySearch USFPD Conference," noted [Paul Semenza](#), DisplaySearch Senior Vice President of Analyst Services. "Both have developed expertise and insight from being active participants in prior transitions—in one case to HDTV, in the other through previous boom and bust cycles—and their presentations will truly encapsulate the theme of this year's conference: laying the foundation for the industry's next wave of growth in a reshaped economic environment."

Day 1 Keynote: "Déjà vu All Over Again," Bryan Burns, Vice President, Strategic Business Planning and Development at ESPN

Kicking off USFPD 2010, Bryan Burns, Vice President, Strategic Business Planning and Development at ESPN, returns to DisplaySearch for the opening keynote with remarks entitled, "Déjà vu All Over Again". Having led ESPN's move to high definition television in the early 1990s, Burns has provided insightful information and guidance regarding ESPN's industry-leader position at previous DisplaySearch events. As the chair of ESPN's 3D Organizing Committee (3DOC), Bryan is again leading the efforts of the worldwide leader in sports to break through with 3D content designed to motivate consumers to consider a flat panel purchase with 3D capability.

During his presentation, Burns will discuss the similarities and differences between ESPN's HD and 3D efforts and important lessons learned from the company's world-wide rollout of high definition TV. He will also discuss the difficulties of live sports 3D production and the sports category's role in introducing new technologies. He will also review the decision-making process to go 3D, and provide the company's point of view as to its future in this rapidly expanding business segment.

Day 2 Keynote: "The Beginning of the End of the Beginning: Economic Recovery and Its Consequences," Dr. Paul S. Kedrosky, Analyst, CNBC

Dr. Paul S. Kedrosky, Analyst at CNBC, will give the Day Two keynote. Address entitled: "The Beginning of the End of the Beginning: Economic Recovery, and Its Consequences." As editor of the Infectious Greed blog and author of more than 500 popular and scholarly articles in the *New York Times*, *Wall Street Journal*, *The Economist*, NPR and BBC, Dr. Kedrosky will discuss how capital markets have made their largest and fastest advances in modern economic history, largely on the wave of an unprecedented wave of synchronized economic stimulus, combined with a sovereign safety net for banks and an inventory rebuild. He will go on to talk about the new risks and new opportunities this recovery will create.

Dr. Kedrosky will also provide an overview of how we have soared world-wide after the lows plumbed last March. Capital markets have made their largest and fastest advances in modern economic history, largely on the wave of an unprecedented wave of synchronized economic stimulus, combined with a sovereign safety net for banks and an inventory rebuild. Consumers have even begun buying again, at least a little. But this is nothing like a normal recovery, and its geography—both physical and economic—creates new risks and new opportunities.

The 12th annual DisplaySearch [USFPD Conference](#), called "Laying the Foundations for the Next Wave of Growth: Energy Efficient & Low Cost Alternatives Lead the Way" will be held March 2-3, 2010 at the Hilton San Diego Resort in San Diego, California. The event will focus on all major and emerging flat panel display applications, as well as key components and materials related to the supply chain. To view the agenda and register, visit www.displaysearch.com/usfpd. Media interested in attending the [USFPD Conference](#) should contact Stacey Voorhees-Harmon at stacey@savvypublicrelations.net or call +1.925.336.9592.

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 <http://www.displaysearch.com/>. Read our blog at <http://www.displaysearchblog.com/> and follow us on Twitter at [@DisplaySearch](#).

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