

DisplaySearch Analysts to Cover Critical Topics During 2010 Taiwan FPD International Conference

Taipei, TAIWAN, March 10, 2010—DisplaySearch today provided a sneak preview of the presentations to be delivered by its world class analysts at the upcoming 2010 [DisplaySearch Taiwan FPD Conference](#). Bringing together representatives from the industry's leading flat panel display manufacturers, display component suppliers, and TV, PC and monitor brands and OEMs, the two-day conference will be held at the Taipei International Convention Center on April 8-9, 2010. A variety of topics such as 3D, e-paper display, LED backlight and TFT LCDs will be covered by DisplaySearch's world class analyst team known for their industry expertise and reliable market forecasts.

Building upon the success of last year's conference, which was attended by more than 300 FPD supply chain participants, this year's conference will feature the following DisplaySearch analyst presentations:

Keynote: "New Dynamics, New Strategies, New Growth—Create the New FPD Chapter," [David Hsieh](#) - Vice President, Greater China Market

Mr. Hsieh will analyze the latest supply and demand situation, as well as explore further growth opportunities with new business model and strategies. He will also discuss industry challenges, current critical vertical integrations in the TFT LCD supply chain and the influences of the merger.

"TFT LCD Manufacturer Strategy & Value Chain Analysis," [Brian Chen](#) - Research Director, TFT LCD & Materials

Mr. Chen will discuss several TFT LCD manufacturers' strategies, including capacity expansion, regional expansion, product development, and cost down strategies, as well as horizontal and vertical integration. He will also analyze the latest business model trends within the TFT LCD supply chain and conclude with a discussion on the value chain relationships between panel makers, OEMs/ODMs and brands.

"Mobile Display Market & Trends," [Shawn Lee](#) - Analyst

Mr. Lee's presentation will take a closer look the market and technology trend for the mobile display, focusing on the competitiveness analysis of the mobile display panel makers in Korea, Taiwan, Japan and the emerging Chinese panel suppliers. Meanwhile, he will also discuss the product and technology roadmap for the mobile LCD panel.

"E-Paper Display Market & Applications," [Calvin Hsieh](#) - Research Director

Mr. Hsieh will examine the electrophoretic paper display segment—covering applications, challenges and opportunities of EPDs.

"Global FPD TV Market and LCD TV OEM Analysis," [Deborah Yang](#) - Research Director, Monitor & TV

Ms. Yang, will provide an overview of the worldwide FPD TV market and manufacturing trends for Europe, China, North America, South America and South East Asia and the outlook for the segment. Yang will conclude with a SWOT (Strength, Weakness, Opportunities and Threat) analysis of Taiwan FPD TV OEM makers, including the latest activities of vertical integration.

"The New Ecology Of China FPD TV Industry," [Bing Zhang](#) - Research Director, China Market

Mr. Zhang will discuss the explosive FPD TV growth momentum in China, market drivers and trends such as the shift to rural areas and the government subsidies. He will also highlight the unique dynamics of the China TV market, distribution channels and the rapidly changing competition landscapes in this region.

"LED Backlight Market & Korea LED Backlight Supply Chain," [Kevin Kwak](#) - Director, LED Backlight Unit Research

Mr. Kwak's presentation will focus on LED backlights for various applications and technologies, such as notebook PCs, LCD monitors and flat panel TVs. He will discuss the LED chip roadmap and provide an update on the development and outlook of the Korean LED backlight supply chain, as Korean manufacturers, especially Samsung and LG, are pioneering LED backlight development and setting industry standards.

"3D Technology and 3D TV Market Outlook," [Paul Semenza](#) - Senior Vice President, Analyst Services

Mr. Semenza will analyze the recent explosion in 3D cinema and how fast will 3D penetration will occur in TV display applications He will also provide an overview of 3D TV challenges and opportunities and share DisplaySearch's latest market forecast for 3D TVs.

"New Directions for TFT LCD Product & Technology Roadmaps," [Shawn Lee](#) - Analyst

In his presentation, Mr. Lee will discuss panel suppliers' large-area TFT-LCD products, product

development logic, and the economic cut theory that has impacted panel manufacturer R&D. He will also present the latest panel product trends such as 16:9 aspect ratio, LED backlight, 120 Hz or 240 Hz, color gamut, contrast ratio and slimmer form factors.

Co-organized by the Taiwan External Trade Development Council Association (TAITRA) and the Color Image Industry Promotion Office (CIPO), the 2010 [DisplaySearch Taiwan FPD Conference](#) will consist of six sessions with presentations from 20 industry executives representing the entire display supply chain. To view the full agenda, visit <http://www.displaysearch.com/taiwanfpd>

This year's sponsors include

- Platinum—3M's Optical Systems Division, Chi Lin Technology, Freescale Semiconductor and Rambus
- GoldCorning, Entire and TAOS
- Taiwan FPD Night Special Event Sponsor—Tatung

Attendees are encouraged to register early, as the event typically sells out. Register by March 30 to receive the early bird registration rate of US\$550 or NT\$16,200—providing attendees with access to two days of content-rich sessions, exhibits and unprecedented networking opportunities. Three-way simultaneous translation will be provided in English, Chinese and Japanese.

For more information or to register for the 2010 [DisplaySearch Taiwan FPD Conference](#), please contact Cherry Huang via email at cherry_huang@displaysearch.com or by phone at 011.886.2.6601.0045 or visit <http://www.displaysearch.com.tw/> for registration information, additional details and agenda updates.

Media interested in attending the [DisplaySearch Taiwan FPD Conference](#) should contact Cherry Huang at cherry_huang@displaysearch.com.

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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](https://twitter.com/DisplaySearch).

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