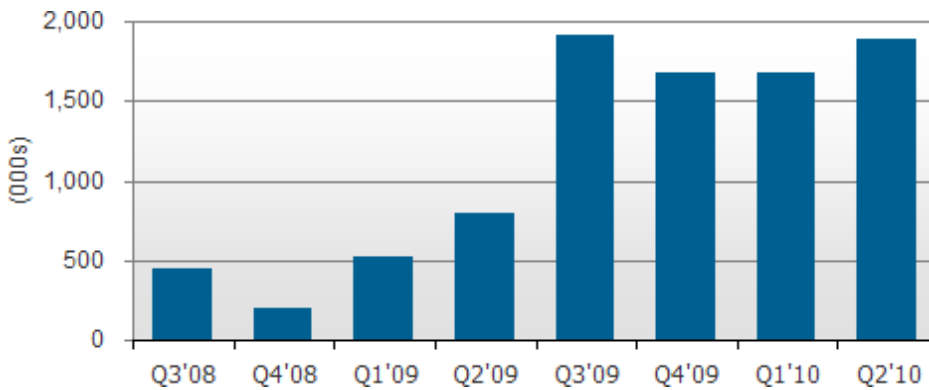


E-book Popularity Drives Electronic Paper Display (EPD) Shipments to 417% Y/Y Growth

AUSTIN, TEXAS, April 13, 2010—The popularity of e-books, particularly Amazon’s Kindle, drove electronic paper display (EPD) shipments to 5 million units in 2009, up 417% from 950 thousand in 2008, according to the DisplaySearch Q1’10 [Quarterly Small/Medium Shipment and Forecast Report](#). DisplaySearch has added e-books to this report for all sizes, including applications using displays 9” and larger, such as Amazon’s newest Kindle DX.

“Seeing this growth for a new application, especially in the second half of last year, is a vote of confidence from consumers who seem to have embraced e-books,” said [Hiroshi Hayase](#), DisplaySearch Director of Small/Medium Displays. “Momentum from e-book popularity last year combined with new, larger-screen products hitting the market right now means that this trend will continue, so we will see large shipment volume increases in the first half of 2010.”

Figure 1: EPD Shipment for E-Books

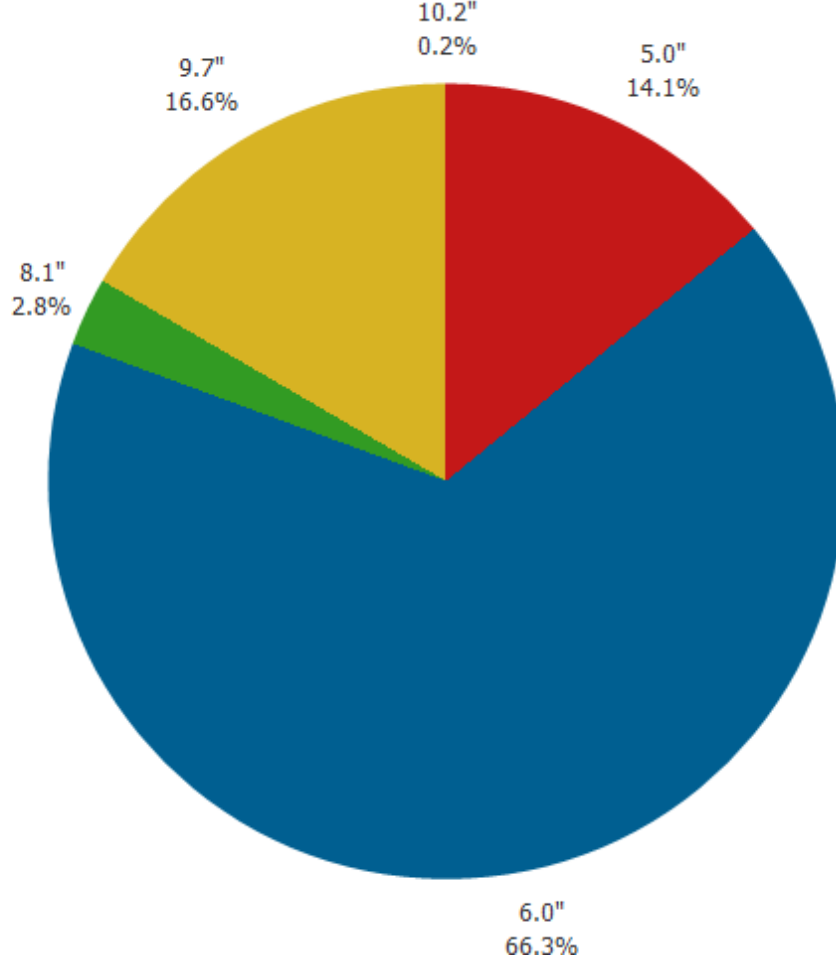


Source: [Quarterly Small/Medium Shipment and Forecast Report](#)

Amazon’s Kindle e-book, with a 6” display, captured 66% of the total EPD market in 2009. This market domination is expected to increase as the Kindle DX, with a 9.7” display, is positioned to compete with Apple’s iPad, released earlier this month, which uses a 9.7” TFT LCD.

“Boosted by success from e-books thus far, Amazon is expanding its service offering to help customers access more timely books at low cost. We expect to see other service providers increase their presence in the US and expand e-book adoption in Europe and Asia as well,” Hayase added.

Figure 2: EPD for E-Book Market Share by Size



Source: [Quarterly Small/Medium Shipment and Forecast Report](#)

The DisplaySearch [Quarterly Small/Medium Shipment and Forecast Report](#) tracks shipments of all flat panel display technologies such as TFT LCD, PM LCD, AM, PM OLED and EPD for all applications using FPDs up to 9.0". EPD reporting will also include displays for e-books over 9", including market share of e-books by size and resolution. The report also provides comparisons between applications, suppliers, size, resolution and pricing for FPD technologies using panels that are 9.0" or smaller. This report is delivered in PowerPoint and includes Excel pivot tables. If you need further information or assistance please contact Charles Camaroto at 1.888.436.7673 or 1.516.625.2452, e-mail contact@displaysearch.com or contact your regional DisplaySearch office in [China, Japan, Korea or Taiwan](#).

Learn more about the e-paper market at the [SID DisplaySearch Business Conference](#) on May 24 during SID Display Week in Seattle, Washington. For more information on these events, visit www.displaysearch.com/events.

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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