

DisplaySearch Announces Preliminary Agenda for China FPD Conference

Shanghai, China, July 29, 2010—DisplaySearch, the worldwide leader in display market research, today announced the preliminary agenda for its upcoming [China FPD Conference](#), to be held September 9-10 at the Rainbow Hotel in Shanghai. The conference will bring together leading flat panel display manufacturers, display component suppliers, TV, PC and monitor brands and OEMs, as well as industry and financial analysts from China, Japan, Korea, North America and Taiwan—covering a variety of topics such as AMOLED, display LEDs, PDPs, TFT LCDs, solar and more.

2010 has been a strong year for the global FPD industry to date, with shipments of large-area TFT LCD panels continuing to set record highs, most recently in May. In addition, LCD TV shipments showed a 50% Y/Y improvement to more than 40M units, while at the same time plasma TV shipments surged 21% Y/Y. However, although the third quarter is usually a high-demand season, demand is weak and inventory was high at the end of the second quarter this year.

“Despite the weak demand in Q2, growth will be driven by new display technologies like 3D, touch and LED backlights and by new applications like AIOs, slates and e-readers,” noted David Hsieh, DisplaySearch Vice President of Greater China. “The [China FPD Conference](#) will take a closer look at the display industry and applications, addressing the most press questions in the industry, including what challenges the display supply chain will face in the coming year, as well as the latest supply/demand trends.”

Preliminary Conference Sessions

Worldwide FPD Market Outlook

The session will provide conference attendees with an overview of how the flat panel display industry performed in the first half of 2010, as well as the DisplaySearch forecast for the remainder of the year. Speakers will also analyze TFT LCD market dynamics and supply/demand.

Emerging Display Technologies

This session will take a closer look at the status of emerging technologies such as AMOLED, 3D displays, and touch screen technologies—providing further discussion of how these new technologies will drive display industry growth.

TFT LCD Strategy, LCD Materials & LED Backlight

DisplaySearch analysts will provide insights on panel maker’s production strategies, as well as share a detailed analysis of supply chain and vertical integration and LED backlight technology trends. Guest speakers will talk about new technology approaches to making greener panels.

Global TV & IT Market

Speakers will cover the global FPD TV and IT markets and competition in these segments. Attendees will hear viewpoints from global leading panel makers, ODMs and DisplaySearch senior analysts.

Mobile Device, EPD & Touch

This session will talk about the market and technology trend of mobile display, as well as hot topics like electrophoretic display and touch. With touch screens forecast to reach \$14 billion in revenue by 2016, the opportunities that this segment affords are promising as new touch screen technologies reach commercialization. Speakers will discuss multi-touch, new touch screen technologies, and solutions for the market.

LED Lighting and Solar Energy

During this session, speakers will discuss material for LED lighting, as well as global solar cell market trends. Attendees will learn more about LEDs strong outlook for LCD backlights, as well as lighting. With regional photovoltaic markets displaying high growth in 2010, some FPD manufacturers have entered the solar industry as horizontal market segment. DisplaySearch’s sister company, Solarbuzz, a leader in solar/photovoltaic market research, will also discuss regional photovoltaic market development trends.

The 2010 [DisplaySearch China FPD Conference](#) registration is now open. For more information about the event or to register, contact Rita Li at rita.li@displaysearch.com or call +86.21.62351744. Visit <http://www.displaysearch.com/chinafpd> for registration information, additional details and agenda updates.

Register Now for Upcoming DisplaySearch Conferences

For more information or to register online, visit www.displaysearch.com/events.

[Digital Signage Conference](#)—Tuesday, August 17, 2010 (San Jose, California)

[TV Ecosystem Conference](#)—Wednesday, August 18, 2010 (San Jose, California)

[Emerging Display Technologies Conference](#)—Thursday, August 19, 2010 (San Jose, California)

[IFA DisplaySearch Business Conference](#)—September 3, 2010 (Berlin, Germany)

For more information about these conferences and sponsorship opportunities, please contact Laura Castellano at 1.408.226.1101 or laura.castellano@displaysearch.com. Media interested in attending the conferences should contact Stacey Voorhees-Harmon at 1.925.336.9592 or stacey@savvypublicrelations.net.

About DisplaySearch

Since 1996, DisplaySearch has been recognized as a leading global market research and consulting firm specializing in the 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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Media contact: Stacey Voorhees +1.925.336.9592 or email media@displaysearch.com