

AUO, ASUS, Corning, Lenovo, and LG Display to Keynote DisplaySearch China FPD Conference

SHANGHAI, China, August 30, 2010—DisplaySearch, the worldwide leader in display market research and consulting, today announced that executives from AUO, ASUS, Corning, Lenovo and LG Display will serve as keynote speakers for the upcoming [2010 DisplaySearch China FPD Conference](#), to be held September 9-10 in Shanghai.

At this year's conference, keynote speakers will share their insights on various topics including global FPD trends, new features for IT products, glass substrates, mobile PC trends, supply chain analysis and flat panel TV market.

- "World FPD Market Outlook" Frank Hsu, GM, TV Display Product Business Unit, AUO
- "Mobile Computing Today and Future!" Andy Lai, Sales VP, ASUS China
- "Diverse Applications Bring New Growth for TFT-LCD Industry" Fang Li, President, Corning Display Technologies China
- "FPD Industry Evolution and Supply-Demand Analysis," David Hsieh, President, DisplaySearch
- "All-in-One PC Market Outlook and New Features for IT Products" Jin Wei, Director, Idea Product Group Consumer Desktop Business Unit, Product Marketing, Lenovo
- "A New Era for FPD TV Market" LG Display

"The TFT LCD industry is currently facing major challenges, with pressure of over-supply and prices decreasing quicker than expected. Most of panel makers have started to reduce their utilization rate," noted [David Hsieh](#), DisplaySearch President of the Greater China Market. "Many questions remain unanswered such as inventory status, uncertainty of seasonal demands, and pressure to compete with new China fabs. In this environment, it is extremely important to stay up-to-date on the latest trends, supply-demand, challenges and forecasts. The *China FPD Conference* will serve as the must attend event for the industry to address these topics further."

The 5th annual [DisplaySearch China FPD Conference](#) will be held at the Shanghai Rainbow Hotel on September 9-10, 2010. The event will bring together leading flat panel display manufacturers, display component suppliers, leading emerging display technologies and solution providers, as well as PC and monitor brands from China, Germany, Korea, North America and Taiwan—covering a variety of topics such as 3D, AMOLED, EPD, LED backlight, LED lighting, TFT LCDs, touch panels, and solar cells. Attendees will have an opportunity to network with existing and potential business partners, while at the same time gaining a better understanding of the entire flat panel displays industry outlook perspectives from all aspects of the supply chain. In addition, they will have access to the latest market data from DisplaySearch's world-class analysts, as well as gain a better understanding of the Chinese business culture, which is critical for companies doing business in this region.

The two-day event consists of six information-rich sessions featuring presentations from 22 industry executives representing the supply side, demand side and most of the display supply chain. Confirmed speakers for this year's event include representatives from the following companies: 3M, Arayon, AU Optronics, Asus, Corning Display Technologies China, DisplaySearch, Freescale, Optoma, OSRAM, Samsung Mobile Display and TAOS. To view the latest agenda, visit <http://www.displaysearch.com/chinafpd>

On September 9, DisplaySearch will host a reception providing an opportunity for speakers and attendees to interact with peers and colleagues during a cocktail hour.

For more information about the event or to register, contact Rita via email at rita.li@displaysearch.com or by phone at +86.21.6235.1744 or visit <http://www.displaysearch.com.cn/> for registration information, additional details and agenda updates.

Attendees are encouraged to register early as the event is projected to sell out. The early bird registration rate of US\$500 is available until September 6—a great price for two days of content-rich sessions, exhibits and networking. Two-way simultaneous translation is provided for English and Chinese.

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).

About The NPD Group, Inc.

The NPD Group is the leading provider of reliable and comprehensive consumer and retail information for a wide range of industries. Today, more than 1,800 manufacturers, retailers, and service companies rely on NPD to help them drive critical business decisions at the global, national, and local market levels. NPD helps our clients to identify new business opportunities and guide product development, marketing, sales, merchandising, and other functions. Information is available for the following industry sectors: automotive, beauty, commercial technology, [consumer technology](#), entertainment, fashion, food and beverage, foodservice, home, office supplies, software, sports, toys, and wireless. For more information, contact us or visit <http://www.npd.com/> and <http://www.npdgroupblog.com/>. Follow us on Twitter at [@npdtech](https://twitter.com/npdtech) and [@npdgroup](https://twitter.com/npdgroup).

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