

■ HD Industry Powerhouses THX, Vizio, Sharp, ESPN, and Sezmi to Kick-off Opening Session at DisplaySearch's Upcoming HDTV Conference; Corning to Deliver Keynote Address

Austin, Texas, August 28, 2008—DisplaySearch today announced an impressive line-up of speakers for "State of the Art: Beyond Ubiquitous High Definition," which is the opening session of its [6th Annual HDTV Conference](#). Discussing the most exciting advances in high definition TV, this year's opening panel will feature distinguished speakers representing the defining elements of the HDTV ecosystem.

With executives from Sharp and Vizio—two leading HDTV brands—addressing challenges facing the HDTV market, this session will provide a retail-shelf's-eye perspective that captures the reality of today's TV industry climate. In addition, representatives from the service operator, enabling technology and content segments of the industry will share their perspectives on ways the industry can continue building excitement around HDTV in the face of competition from the internet and other entertainment alternatives.

"As uncertainty swirls around marketplace forces like the economic climate and the analog cutoff, this opening panel of DisplaySearch's HDTV Conference will present a superb array of leading industry voices to help attendees navigate the present and future of high-definition entertainment," noted Ross Rubin, Director of Industry Analysis for the NPD Group, who will moderate this "State of the Art" session. "Incredible picture quality, sleek form factors, plummeting prices and a growing selection of compelling content have driven HDTV toward becoming a staple in American homes. The key industry players at DisplaySearch's HDTV Conference will discuss strategies for attracting the next wave of HDTV buyers by continuing to push the envelope of digital entertainment."

Confirmed speakers for this exciting session include

- Michael Rudd, Chief of Audio/Video Architecture, THX Ltd
Dr. Rudd is responsible for driving their new video technologies, as well as developing the THX audio and video certification programs. In particular, he leads their new video display, DVR and screen certification programs.
- John Morriss, Vice President, Partner Management, Vizio
John Morriss's responsibilities at VIZIO include developing long-term and cooperative business partnerships with other global corporations to facilitate an industry leading international supply chain that will accelerate VIZIO's expansion into new markets throughout the world.
- Bob Scaglione, Senior VP & Group Manager, Sharp Electronics Marketing Company of America
Bob Scaglione oversees marketing and product development for Sharp's lineup of consumer and professional display products, consumer audio and video products, and appliances.
- Bryan Burns, VP, Strategic Business Planning & Development, ESPN, Inc.
Bryan Burns currently serves as the head of the company's high-definition services, ESPN HD and ESPN2 HD. Burns is also charged with directing the growth of high definition telecasts within ABC Sports programming.
- Phil Wiser, Co-Founder, Chairman and President, Sezmi
Prior to Sezmi, formerly known as Building B, Phil Wiser served as chief technology officer of Sony Corporation of America (SCA). In this role, Wiser led SCA's overall digital media business and technology strategy and was responsible for coordinating these efforts across Sony's content and electronics companies.
- Ross Rubin, Director of Industry Analysis, The NPD Group
With over 20 years' experience analyzing and writing about the technology industry, Ross Rubin leads The NPD Group's coverage of consumer electronics, helping clients capitalize on trends in digital entertainment devices and platforms. CNN has called him "a top adviser to the leading technology companies." During this opening session, Rubin will also unveil exclusive insights into the results of DisplaySearch's Fast Check survey on current issues in the HDTV marketplace related to upcoming Digital TV switchover and consumer adoption rates of evolving technologies such as video-on-demand, Blu-ray and video sharing.

On day one of the conference, Bob O'Brien, Director of End Market Intelligence for Corning Display Technologies will deliver a keynote address on "From Telecom to Display: Delivering the HDTV Revolution" during the "Connected Television: Content from Across the Living Room, the House and the World" session. In his presentation, O'Brien will show how Corning is also enabling the HD revolution as an innovator in optical fiber and telecommunications. As the penetration and screen size of HDTV continues to grow, the increased pull for video bandwidth will present new challenges and opportunities for content delivery. Major carriers are already

working hard to expand their video offerings, but as the number of HDTVs in total and per household increases, the need for bandwidth will continue to increase. His presentation will discuss research studying the relationship between bandwidth and picture quality and how fiber to the home is capable of delivering the full potential of HDTV, concluding with a look at what's next in displays, and Corning's view on the upside of HDTV demand.

DisplaySearch's 6th Annual *2008 HDTV Conference: Confronting the New Reality* will be held September 15-17 at the Renaissance Hotel in Los Angeles, California. For more information and to view the conference agenda, visit www.displaysearch.com/hdtv.

Registration Information

To register for DisplaySearch's 6th Annual HDTV Conference, visit www.displaysearch.com/hdtv.

Corporate Sponsorship & Exhibition Opportunities

DisplaySearch's *HDTV Conference* has several sponsorship levels available for consideration, providing companies an opportunity to generate brand awareness with HDTV Conference attendees. Sponsorships are available in Platinum, Gold and Silver packages. DisplaySearch's exhibit forum provides participants with an opportunity to see HDTV-related technologies and products firsthand. For more information about sponsorship opportunities, please contact Heather Boudreau at 516.625.6133, or via email at heather_boudreau@displaysearch.com.

Media interested in attending DisplaySearch's upcoming *HDTV Conference* should contact Karen Hopkins at Karen@strategiamarketing.com.

About DisplaySearch

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