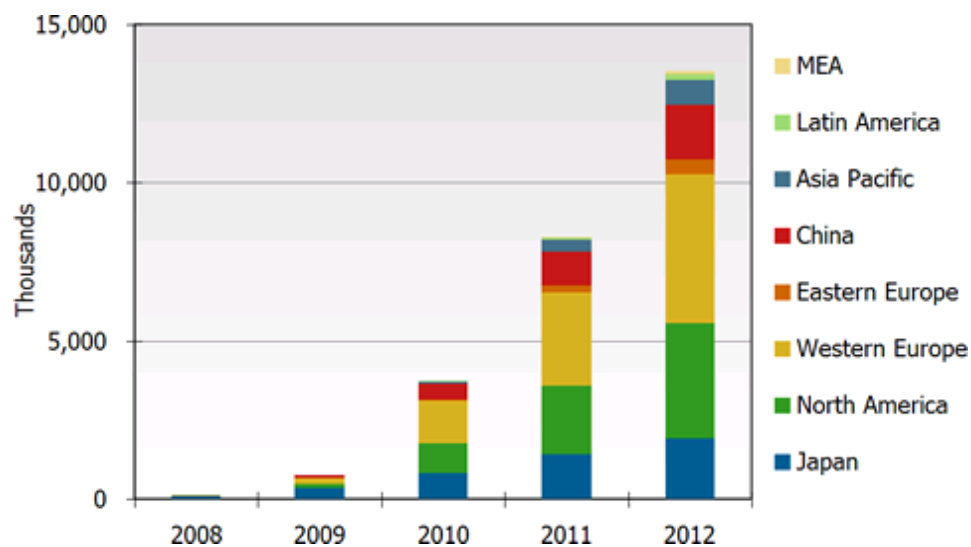


Ultra Slim TVs the Key to Differentiation and Continued FPD TV Revenues; Ultra Slim LCD TVs Forecasted to Grow at 219% Compounded Annually between 2008 and 2012

AUSTIN, TEXAS, December 30, 2008—Recent findings from DisplaySearch, the worldwide leader in display market research and consulting, indicate that Ultra Slim TV designs will be one of the most important factors in the continued growth of LCD and plasma TVs. Ultra Slim TVs are TVs with a set depth that is less than 40 mm. DisplaySearch believes that the worldwide demand for the Ultra Slim LCD TV segment will reach 14 million units in 2012, an impressive 219% compound annual growth rate for 2008-2012. These results and other key Ultra Slim TV results are included in a new topical report called [Ultra Slim Flat Panel TV Market Outlook: The Next Big Trend in TV](#).

Figure 1: Ultra Slim LCD TV Shipment Forecast by Region



Source: DisplaySearch [Ultra Slim Flat Panel TV Market Outlook: The Next Big Trend in TV](#)

“With expected negative growth of Flat Panel TV revenues in 2009 for the first time, Ultra Slim TVs present a much needed opportunity for differentiation and continued value proposition in Flat Panel TVs,” noted [Hisakazu Torii](#), DisplaySearch Vice President of TV Market Research. “While LED backlights offer great promise, commercialization is still premature, providing significant opportunities for Ultra Slim LCD TVs.”

DisplaySearch forecasts that worldwide penetration of Ultra Slim TVs will reach 10% in 2012, while developed regions such as North America, Japan and Western Europe will have the highest Ultra Slim TV market penetration at 18% for the same period.

“Despite the excellent outlook, wireless links, and designs for panels, chassis and remote controls, technologies still need to improve for Ultra Slim TVs. Significant investment for these technologies will also be critical to our achieve the forecasted growth,” noted [Paul Gray](#), DisplaySearch Director of European TV Market Research. “Consumers will not accept Ultra Slim sets if their viewing experience or ease-of-use is compromised.”

The DisplaySearch [Ultra Slim Flat Panel TV Market Outlook: The Next Big Trend in TV](#) topical report examines the opportunities and challenges for the Ultra Slim TV market:

- Ultra Slim LCD TV Demand Forecast
- Ultra Slim FPD TV Brand and Product Trends
- Ultra Slim LCD Panel Roadmap
- Ultra Slim Design of Key Materials (Backlight)
- Ultra Slim TV Chassis
- Connectivity for Ultra Slim TV and Wireless Solutions

For information on this DisplaySearch report, please contact your DisplaySearch sales representative for more details. Please direct all inquiries by contacting a DisplaySearch advisor at +1.512.687.1511 or sales@displaysearch.com, or the local DisplaySearch offices in Japan, Korea, Taiwan and China.

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