

■ DisplaySearch Announces Taiwan's First HDTV Conference: November 3rd Event Will Take Place at Taiwan's Historic Grand Hotel

Taipei, Taiwan, September 12, 2005--DisplaySearch, the worldwide leader in display market research and consulting, is proud to host the first HDTV conference in Taiwan: the [2005 Taiwan HDTV International Conference](#). Coming off recent successful HDTV events in North America and Europe, this event is targeted at the entire Taiwan and worldwide TV supply chain including content providers, content distributors, TV manufacturers, OEMs, panel and imager suppliers, display electronics producers, component manufacturers, industry analysts and financial analysts. It will be held at the Grand Hotel Taipei on November 3, 2005. The Grand is one of Taipei's most famous landmarks, famous for its classic Chinese palace style and golden roof. According to DisplaySearch President and CEO Ross Young, "With HDTVs accounting for 11% of all TVs shipped in Q2'05, with HDTV prices rapidly falling and with movies, game software and other content expected to become widely available in HD on next-generation DVDs in 2006 driving additional adoption, we believe the time is right to host this event in Taiwan. The HDTV opportunity is significant with DisplaySearch projecting the HDTV market to grow at a 44% CAGR to 78M units and a 39% share of the 2009 TV market." According to DisplaySearch Vice President David Hsieh, "Taiwanese manufacturers are well positioned in all TV technologies, particularly LCD TVs which are expected to enjoy the fastest growth. Taiwan panel manufacturers accounted for 38% of global LCD TV panel shipments in Q2'05. By bringing together the Taiwan TV supply chain and worldwide manufacturers, we can help Taiwanese manufacturers make the most of HDTV opportunity." The [2005 Taiwan HDTV International Conference](#) will include three informative sessions covering the global TV and HDTV markets:

- The Global FPD TV & HDTV Market Outlook. TV market analysts from DisplaySearch and other research companies will provide their respective TV market outlooks, as well as the status and outlook for HDTV in their regions, including North America, Japan, Europe and China. DisplaySearch's Ross Young will also address TV performance—leveraging their recent Advanced TV Performance Report developed in collaboration with Westar Display Technologies—as well TV costs and the outlook for each TV technology.
- All TV Technologies. Leading global LCD TV panel manufacturer, AUO will present an overview of new LCD TV panel technologies and discuss the influence LCD TVs have on the overall TV marketplace. Pioneer, the leading plasma display manufacturer, will introduce its recent advancements in HD PDPs and discuss their outlook for the HD PDP market. Finally BenQ, a growing Taiwanese TV brand and OEM maker, will present its strategy for expanding its TV market share.
- Digital TV/HDTV Electronics. Always a highly rated session, industry experts from the display electronics and digital TV electronics field will present their respective outlook for the TV electronics market. Participating companies are likely to include Intel, Silicon Image, Pixelworks, Genesis, Silicon Optix and ATI.

Sponsors of the event include AU Optronics and BenQ. BenQ will also exhibit their newest state-of-the-art TV products. For more information about registration or sponsorships, please contact David Hsieh at david@displaysearch.com or 886-2-2798-3929, or visit the conference website at www.displaysearch.com.tw (in Taiwanese) or www.displaysearch.com/taiwanhdtv (in English) for full details as well as agenda updates. About DisplaySearch DisplaySearch has a core team of 31 employees located in North America and Asia who produce a valued suite of market forecasts, technology assessments, surveys, studies and analyses, and they organize influential industry events worldwide. Headquartered in Austin, Texas, DisplaySearch has regional operations in Chicago, Hong Kong, Houston, Kyoto, San Diego, San Jose, Seoul, Shenzhen, Taipei and Tokyo, and the company is on the web at www.displaysearch.com.

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