

Display Week 2010 Business Conference to Spotlight E-Paper and Flexible Display Markets

General Electric

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CAMPBELL, California AND AUSTIN, Texas, April 7, 2010The Society for Information Display (SID), the leading global organization dedicated to the advancement of electronic display technology, together with DisplaySearch, the worldwide leader in display market research, today provided a glimpse of the closing session focused on e-paper and flexible displays for its upcoming [Business Conference](#) [3], which will be held on Monday, May 24 during **Display Week 2010**. This co-sponsored event will feature comprehensive market analysis and forecasts for key display applications and technologies, as well as presentations from top executives of leading companies throughout the display supply chain.

E-paper and flexible displays are taking off, with applications such as e-books, e-newspapers, mobile displays, USB drives, shelf labels and wearable displays all showing promise, noted [Paul Semenza](#) [4], DisplaySearch Senior Vice President. The total e-paper display market is forecast to grow from \$431 million in revenues in 2009 to \$9.6 billion in 2018 a compound annual growth rate of 41% for revenues and 64% for unit shipments. In addition, flexible type e-paper displays will surpass rigid versions after 2013 and reach \$4.9 billion in 2018, Semenza added.

According to SID President, Dr. Paul Drzaic, Display Week is the birthplace for unveiling breakthrough display technologies such as electronic paper and flexible displays. E-paper and flexible displays are just a few of the exciting areas where we have witnessed incredible progress over the last few years, and where we certainly expect to see some really extraordinary developments this year. Between the Business Conference, our technical symposium tracks and must-see exhibits, attendees are guaranteed an extensive look at the work that's being done in these two hot areas and beyond. There is no doubt that Display Week will once again set the bar in being the industry's hotbed for showcasing and sharing information surrounding the display technologies that are shaping our future.

Specifically, during the Business Conference's E-Paper and Flexible Displays session, speakers will discuss the latest in e-paper technologies such as reflective, bi-stable, flexible, non-glass and printed displays. They will also highlight existing and emerging applications, business strategies for commercializing e-paper and flexible displays, as well as competition with existing display technologies. Picking up on

the opening session of the conference, a key area of discussion will be the impact of the iPad on e-paper and dedicated e-Reader devices.

In addition to DisplaySearch sharing its outlook for this market segment, the following industry participants will be featured during the E-Paper and Flexible Displays Session:

- **Jim Cathey**, Vice President of Business Development Qualcomm MEMS Technologies, will discuss how mirasol® display technologies is the most energy efficient color display and will comment on the future of displays as it relates to ereader and mobile devices. He will also explain how mirasol displays could yield fewer batteries in landfills, less CO2 emissions and fewer recharge cycles.
- **Wolfgang Mildner**, Managing Director PolyIC GmbH & Co. KG, Germany, will discuss the impact of printed electronics for the display industry. He will also expand on the future of flexible displays and high-resolution printed conductive films for touch screen sensors.
- **Martin Jackson**, Vice President Technology Cambridge Technology Center Plastic Logic, will talk about the evolution of plastic electronics and the outlook for e-readers.
- **Nils Hulth, Vice President, Research and Product Development, Pricer AB**, will give insights on becoming a volume display supplier to the Electronic Shelf Label industry.
- **Guy Demuynck**, CEO, Liquavista, will focus on displays for e-Readers using electrowetting technologies.

To register for this years [Business Conference](#) [3], visit <http://www.sid2010.org/> [5]. Companies interested in speaking and sponsorship opportunities for the [Business Conference](#) [3] should contact Laura Castellano at +1 (408) 226-1101 or laura.castellano@displaysearch.com [6]. Media interested in attending Display Week should contact Marie Labrie or Karen Do at DisplayWeekPR@mcapr.com [1].

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