DisplaySearch Unveils Final Agenda for LED Forum 2010

General Electric

AUSTIN, TEXAS, April 29, 2010—DisplaySearch today announced the final agenda for its upcoming DisplaySearch LED Forum 2010 ***[1]***, which will be held at the Tokyo Conference Center Shinagawa in Tokyo, Japan on May 11, 2010. The LED Forum 2010 ***[1]*** will feature presentations from DisplaySearch's expert team of analysts, providing an in-depth analysis on pertinent topics related to LEDs from various perspectives including TVs, IT applications, panels and FPD materials/components.

The event will also feature two prestigious guest speakers from the leading LED lighting manufacturers. **Mr. Koji Matsushita** of **Panasonic Electric Works** will discuss the current status and the future outlook for LED lighting including the topic related to prevention of global warming. **Mr. Tsunehiro Momoi** of **Sharp** will talk about the company's approach to LED lighting, especially its technological developments.

"We are excited to hear from Sharp and Panasonic executives during the ***LED Forum*** this year, as conference attendees will greatly benefit from hearing their perspectives on the LED lighting market," noted Yoshio Tamura [2], Material & Costs Team Leader and Senior Vice President and Senior Analyst at DisplaySearch. "Their presentations, coupled with the insight and expertise of DisplaySearch's LED analyst experts, make the ***LED Forum 2010*** a must-attend event for anyone doing business related to LEDs."

- "LED Backlit Large-Area LCD Panel Market Trends," Yoshio Tamura, Senior Vice President/Senior Analyst, DisplaySearch
- "LED Technology Trends in Displays," Kevin Kwak [3], Director, LED Backlight Unit Research, DisplaySearch Korea
- Guest Lecture: "Current Status and Future Outlook for LED Lighting," Koji Matsushita, Panasonic Electric Works
- "Technology Trends of LED Backlight Units," Kevin Kwak, Director, LED Backlight Unit Research, DisplaySearch Korea
- "LED Backlight Cost Analysis," Tadashi Uno [4], Director, Materials and Components Market Research, DisplaySearch
- "LED Backlit LCD TV Market Trends", Hisakazu Torii [5], Vice President, TV Market Research, DisplaySearch
- "LED Backlit Monitor and Notebook PC Market Trends," Hidetoshi Himuro [6], Director, IT & FPD Market Research, DisplaySearch
- "LCD Optical Film Market Trends and Impact of LEDs," Yoonsung Chung [7], Director, FPD Material & Technology Analysis, DisplaySearch Korea
- Guest Lecture: "Sharp's Approach for LED Lighting Business," Tsunehiro

Momoi, Sharp
- "LCD Material Market: Pressed for Structural Reform by Accelerated LED Penetration," Tadashi Uno, Director, Materials and Components Market Research, DisplaySearch

The LED Forum 2010 ***[1]*** will conclude with a Question & Answer session.

For more information on event registration, additional details and agenda updates for the DisplaySearch LED Forum 2010 ***[1]***, please visit www.displaysearch-japan.com/seminar/LED2010/index.html [1]. Attendees are encouraged to register early, as limited space is available.

Media interested in attending the LED Forum 2010 ***[1]*** should contact Mickey Kato at Mitsuhiro.Kato@npd.com [8].

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