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## E Ink Shows Latest Products And Research Advances

### Glimpse of the Future Includes Flexible Screens and Color Video Electronic Paper Displays.

LONG BEACH, CA, May 22, 2007 - [E Ink Corporation](#) publicly demonstrated its market lead in electronic paper display (EPD) technology at the opening of the Society of Information Display (SID) by exhibiting a large gallery of shipping products that were recently launched.

#### World's Firsts

The SID event also featured flexible display prototypes from half a dozen E Ink customers, signaling a rapid advancement in flexible displays across the industry in the past year. Notable world's firsts included a flexible color 14" electronic paper panel from LG.Philips.LCD and a biggest-ever 40" glass monochrome electronic paper panel from Samsung Electronics. E Ink also announced that a research breakthrough in its ink chemistry has achieved video-switching speeds for the first time ever.

"Step by step, the display industry is building a vibrant ecosystem for electronic paper displays based on E Ink imaging films," said Russ Wilcox, president and CEO of E Ink. "There has been a surprising acceleration of flexible displays, and we can now foresee a coming wave of paper-thin, bendable, and even rollable screens in consumer products."

"Our research team is demonstrating here an ultra-bright ink that is approaching 50 percent reflectance of ambient light compared to 35 percent in shipping monochrome products," said Dr. Michael McCreary, vice president of Research and Advanced Development at E Ink. "Moreover, the advanced ink is capable of high switching speeds. We have put it all together and today we are unveiling our first-ever color research prototype that can play smooth color video."

#### Shipping Products – High Resolution

E Ink has emerged as the de facto standard for electronic books, a growing device category that aims to make digital reading a convenient experience. The publishing industry is larger than the music, movie and video game industries combined.

Currently available products that incorporate E Ink

High Resolution Displays include:

- ARINC's eFlyBook, General Aviation eReader, [www.eflybook.com](http://www.eflybook.com)
- Emano Tec's Medtab 100, [www.emanotec.com](http://www.emanotec.com)
- eREAD Technology's STAReBOOK, [www.stareread.com/en/reader.html](http://www.stareread.com/en/reader.html)
- iRex Technologies' iLiad, eReader, [www.irextechnologies.com](http://www.irextechnologies.com)
- Jinke's Hanlin V Series eReader, [www.jinke.com.cn/compagesql/English/index.asp](http://www.jinke.com.cn/compagesql/English/index.asp)
- Polymervision's Readius, [www.Polymervision.com](http://www.Polymervision.com)
- Sony's Personal Reader (PRS-500): [www.learningcenter.sony.us/assets/itpd/reader/](http://www.learningcenter.sony.us/assets/itpd/reader/)

#### 40" Display from Samsung

Samsung Electronics achieved a world's first at the SID event with a largest-ever high resolution E Ink Vizplex display at 40" diagonal – the size of a large flat-screen TV, which consumes very little power: 300mW at one frame per minute, or 1/500 that of a conventional LCD display. Such a display using electronic ink would be appropriate for digital signage and office information applications.

E Ink congratulated Dr. Alex Henzen of iRex Technologies for receiving a Special Recognition Award at the SID 2007 event "in recognition of his contributions to the development of electrophoretic displays and the integration of these displays into an innovative electronic-book product" for his work on the iLiad, which supports direct pen input through a touch interface.

#### Shipping Products – Segmented Displays

E Ink Segmented Displays contain discrete drive segments that can be controlled individually to convey information using letters, numbers, and/or pre-defined icons. E Ink provides custom display cells for electronics companies who seek the ultimate in low-power, paper-thin, and curvable or non-rectangular segmented displays with a bright, bold look.

Currently available products featuring E Ink Segmented Displays include:

- ART Technologies, Ltd., Phosphor Innovation E Ink Watch
- Lexar's Jumpdrive Mercury and Secure Plus II USB memory sticks, [www.lexar.com/jumpdrive/jd\\_mercury.html](http://www.lexar.com/jumpdrive/jd_mercury.html)
- Funkwerk Information Technologies Karlsfeld GmbH's Pariflex DRFID (bar code Display on a RFID tag) Smartlabel, [www.pariflex.org](http://www.pariflex.org)
- Motorola's MOTO FONE F3, GSM Mobile Phone, [direct.motorola.com/hellomoto/motofone/](http://direct.motorola.com/hellomoto/motofone/)
- Seiko G300, Ladies Electronic Ink Fashion Watch, [www.seiko.com](http://www.seiko.com)
- E Ink congratulated Motorola as its Motofone product won the Silver Award for "Display Application of the Year 2007" from the Society for Information Display at this year's event.

#### Development Tools To Support Market Growth

E Ink showed new development tools to accelerate the next crop of award-winning products:

- E Ink AM200 Prototyping Kit in 5", 6", 8", 9.7" panel sizes [www.eink.com/kits](http://www.eink.com/kits)
- Dialog Semiconductors, Segmented Development Kit [www.dialogsemi.com](http://www.dialogsemi.com)
- Seiko-Epson, Segmented Display EPD Evaluation Board, [www.epson.com](http://www.epson.com)
- Prime View International, High Resolution Prototype Development Kits, [www.pvdisplay.com](http://www.pvdisplay.com)

#### **E Ink Adopted Industry-Wide for Flexible Display Development**

Elsewhere in the SID exhibit hall, several other flexible displays based on E Ink's imaging film achieved notable advances and were available for public view:

- Arizona State University Flexible Display Center flexible display on steel foil
- LG.Philips.LCD is demonstrating the world's first 14" color flexible display on steel foil
- Primeview International (PVI) will be demonstrating a flexible display on plastic
- Samsung is showing a 14.3" color flexible display on plastic
- Roadmap for Video Speed in Electronic Paper Displays

The E Ink's color video prototype mentioned above is a 6-inch diagonal display with 300x400 resolution and RGBW sub-pixels and is capable of switching at up to 30 frames per second. It is expected that the video switching capability may require several years to reach the market.

**E Ink Corporation** is the world's leading supplier of electronic paper display (EPD) technologies. E Ink's technology is ideal for many consumer and industrial applications spanning handheld devices, eBooks, PC-accessories, watches, clocks, and public information displays and promotional signs. E Ink is a private corporation that includes among its investors and strategic partners TOPPAN Printing Company, Royal Philips Electronics, The Hearst Corporation, Intel Capital, CNI Ventures, a division of Gannett Co., Inc, Air Products and Chemicals, Inc., Vossloh Information Technologies, and Motorola, Inc.

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