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## **Leading OLED Companies Back Association**

### **New Industry Group to Promote OLED Development and Adoption**

LOS ANGELES, May 20 – Ten industry leaders in OLED technologies will work together to support the development and widespread adoption of OLED display and lighting products through a technology-based organization called the OLED Association. Barry Young, formerly senior vice president, DisplaySearch, will serve as Managing Director of the organization.

Charter members of the new organization are Cambridge Display Technology, Corning, DuPont, Eastman Kodak Company, eMagin Corporation, Ignis Innovation, MicroEmissive Displays, Novald AG, OLED-T, Samsung SDI, and Universal Display Corporation. Each will hold a chair on the Association's Board of Directors.

Under its charter, the new OLED Association will

- Provide a forum for the interchange of technical and market information to promote the more rapid development of OLED technology and products
- Serve as a resource on OLED technologies, markets, and products for media and investors
- Serve as a catalyst in the development of standards for OLEDs
- Provide a forum to promote and market OLED technology products into all relevant markets

The OLED Association's Board of Directors will hold its first formal meeting at the Society for Information Display (SID) Conference, to identify specific areas of technology and set up the committees to address them. The Board will also set a date for the first OLED Marketing Conference.

"OLEDs represent the future of the display and lighting industries," noted Young. "We expect to see a new generation of thin, light, low-cost displays with the best front-of-screen image, the widest viewing angles, the fastest response times, and the highest contrast ratios available to compete in the TV, notebook and mobile device markets.

"Samsung SDI, Sony, RiTdisplay, Pioneer, eMagin, MED, Chi Mei EL, and LG Displays have already shipped commercial versions of these displays and they have received widespread admiration and acceptance from both media and device manufacturers. In the next few years OLED displays will be available to all consumers and high-performance, energy-efficient OLED lighting will enter the market," said Young

According to Young, the OLED Association is open to any company involved in the development of OLED products or the materials and equipment to manufacture those products, potential users of OLEDs as well as educational and research institutions involved with the technology. For more information, visit [www.OLED-A.org](http://www.OLED-A.org).