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## **DISPLAYTECH MICRODISPLAY PANEL SELECTED FOR iVIEW PICO-PROJECTOR AND DEMONSTRATED AT CES 2008**

Longmont, Co. January 3<sup>rd</sup>, 2008 – Displaytech Inc. today announced that iView Limited has selected the company's new generation LightView™ LDP-SVGA microdisplay for their Pico-projector that will be demonstrated at CES'08 at Displaytech's private suite. Displaytech's Ferroelectric liquid-crystal-on-silicon (FLCOS) technology gives iView a projector with unsurpassed image resolution, power efficiency and compact form factor.

Displaytech's FLCOS microdisplay is advantaged in its compact size, extremely low power consumption at less than 100mw, and best performance in terms of lumen per watt which enables Pico-projector design compact and bright with minimum power.

“We are very happy with the high image resolution, compact form factor, and vivid colors that can be achieved by our Pico-projector using Displaytech's FLCOS microdisplay”, said iView CEO, Dr. Steve Yeung. “We are very confident that the combined effort between the two companies will result in commercialization of the technology in 2008.

“We are very excited that iView selected our microdisplay for their Pico-projector”, said Displaytech CEO, Richard Barton. “Displaytech's microdisplay performance and iView's proprietary optical design are combined to create a Pico-projector which will be embedded into cell phone and other mobile communication devices.”

The emerging Pico-projector market has drawn significant attention recently. Recent articles indicate this market will begin with Pico-projectors embedded into mobile communication devices, cell phone, digital still camera, and video camcorder in 2008-2009. Displaytech has publicly announced that 13 companies are developing Pico-projector incorporating their microdisplays and those from multiple partners and customers will be demonstrated in Displaytech's private suite at CES'2008, held in Las Vegas, Nevada from January 7<sup>th</sup> through 10<sup>th</sup>.

### **About iView Limited**

iView excels in the development of display system solutions for various consumer and industrial applications. The company's proprietary optical design results in products with unsurpassed efficiencies. iView also manages a supply chain in the far east enabling cost effective commercialization of the technology. Currently the company is offering solutions including digital eyewear modules for gaming, portable video, digital TV, and various 3D applications, Pico-projectors for connection to mobile phones, PDA, video game consoles, iPod video, and other MP4 players, and projection modules to be embedded in

PDA and cell phones, portable DVD players, digital cameras, camcorders, and notebook computers. iView is currently developing projection modules for automotive industry, for projection of GPS information onto automobile windshields. Founded in 2007 by industrial veterans with strong background in display, semiconductor, optics, and material science, iView is headquartered in Hong Kong. URL: [www.iviewdisplay.com](http://www.iviewdisplay.com) Contact: Info@iviewdisplay.com

### **About Displaytech Inc.**

Displaytech dramatically improves display-based products by providing cost-advantaged microdisplays that deliver brilliant, real-life, digital images and enable the creation of next-generation consumer electronics and data storage products. Displaytech's patented Ferroelectric Liquid Crystal on Silicon (FLCOS) technology enables super-fast light switching at speeds 100 times faster than other liquid crystals, making possible the creation of microdisplays that deliver unsurpassed image resolution, power efficiency and ease of manufacturability. Founded in 1985, Displaytech has shipped over 14-million devices to some of the world's premier consumer electronics companies. Displaytech's customers include JVC, Kodak, Olympus, Hitachi, Konica Minolta, Kyocera and Hewlett-Packard.