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Displaytech Demonstrates Working Model Pico-Projection at CES
OSRAM OPTO Semiconductors OSTAR[®] Illuminates Pico-Projection Technology:
Coming Soon to a Cell Phone Near You

LAS VEGAS, NV—Fast switching FLCOS microdisplays and high-brightness LEDs from OSRAM Opto Semiconductors will power Displaytech's working demonstration of pico-projection at the International CES show, January 7–10 in Las Vegas, Nevada (<http://cesweb.org>).

The high luminous efficacy of OSRAM's OSTAR Projection LEDs enables the demo projector to output 6–8 lumens, producing clear, bright images up to 30 inches diagonal depending on ambient lighting. The high SVGA (800 · 600) resolution of Displaytech's LightView™ FLCOS (ferroelectric-liquid-crystal-on-silicon) panel provides high image quality for both video and text.

Pico-projection has sparked significant attention in recent months as companies attempt to incorporate the capability into handheld devices such as PDAs and camera phones. On July 30, 2007 Pacific Media Associates (www.pacificmediaassociates.com) released their forecast on this new breed of projectors:

*Pacific Media estimates that they will experience explosive growth from only 18 thousand units in 2006 to **more than 6.5 million in 2011**.* [emphasis added]

On November 26, Engadget (www.engadget.com) one of the top-ranked blogs on the internet (Technorati #1) published a story titled “Displaytech FLCOS microdisplays to be used in embeddable pico-projectors”:

*We've heard our fair share of promises when it comes to embeddable micro-projectors, but it sounds like **the gears may actually be turning** in the race to crank out cellphones, PDAs and other handheld gizmos with integrated PJs. Displaytech, best known for its LCOS microdisplays, announced today that it is hooking 13 companies up with Ferroelectric-LCOS (FLCOS) displays that can be used in uber-small projectors within diminutive devices of all flavors.* [emphasis added]

On the same day, Gizmodo (<http://gizmodo.com>), another top-ranked blog (Technorati #2) ran an item titled “Displaytech Supplying Micro LCDs for Pico Projectors, Technology Now Less Vaporous”:

*Displaytech's Pico Projector technology, intended for use in cellphones, will be rolled out at CES 2008, and can project video onto any surface. It's not the most exciting news, because it's just a component, but it excites me because it means **the ball is rolling** on the oft-discussed technology.* [emphasis added]

To learn more about how Displaytech is making pico-projector “gears turn” and “balls roll,” contact Satoko Stroud: satoko@displaytech.com.



About Displaytech

Displaytech, Inc. specializes in high-speed, low-power FLCOS microdisplays that provide brilliant, full-color images in an extremely small package. Founded in 1985, the company has shipped over 17-million imaging devices to some of the world's premier consumer electronics companies including Sony, Kodak, Olympus, JVC, Hitachi, Konica-Minolta, Kyocera and Hewlett-Packard. With over 100 patents granted, licensed or pending, Displaytech has received numerous honors and awards for its unique technology, including being ranked as one of the fastest growing technology companies in North America by Deloitte and Touche in 2005. For more information, visit www.displaytech.com.

About OSRAM Opto Semiconductors

OSRAM Opto Semiconductors GmbH of Regensburg is a wholly owned subsidiary of OSRAM, one of the two leading lighting manufacturers in the world. It offers its customers solutions based on semiconductor technology for lighting, sensor and visualization applications. The company employs more than 4,000 people worldwide and operates sites in Regensburg (Germany), Santa Clara (USA) and Penang (Malaysia). Sales for the fiscal year ending September 2007 totaled more than EUR 520 million. For more information, visit www.OSRAM-os.com.