



# Press Release

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**For Immediate Release**

## **UNIVERSAL DISPLAY SHOWCASES OLED TECHNOLOGY ADVANCES AT SID 2010 INTERNATIONAL SYMPOSIUM, SEMINAR AND EXHIBITION**

*Includes a new light-blue UniversalPHOLED™ emitter system  
for enhanced OLED display and lighting performance*

**Ewing, New Jersey — May 19, 2010** — Universal Display Corporation (NASDAQ: PANL), enabling energy-efficient displays and lighting with its UniversalPHOLED™ technology and materials, announced today that it will present a number of advances in the company's phosphorescent OLED technologies and materials at the 2010 Society for Information Display (SID) International Symposium, Seminar & Exhibition being held from May 23 through May 28, 2010. The company will also showcase several new technology prototypes and product concepts to highlight the performance benefits of its phosphorescent and other OLED technologies. This year's event is located at the Washington State Convention Center in Seattle, WA. Universal Display will exhibit at Booth #1213 from May 25 through May 27, 2010.

A major highlight will be the company's introduction of a new light-blue UniversalPHOLED emitter system. The company has used this system to demonstrate significant performance gains in a commercial-sized white OLED lighting panel that can begin to address initial white lighting applications. It also plays a key role in the company's demonstration of a new four sub-pixel display design with the potential to accelerate commercial introduction of all-phosphorescent active-matrix OLEDs with enhanced energy efficiency and extended lifetime.

“This year's SID Conference provides us with an excellent opportunity to highlight the energy-saving and environmental benefits of our high-efficiency PHOLED technology and materials, as well as to

showcase the advances we have made over the past year to serve the needs of the OLED display and lighting industries,” said Steven V. Abramson, President and Chief Executive Officer of Universal Display. “With our new light blue UniversalPHOLED emitter system, we believe that we have achieved an important milestone toward the commercialization of all-phosphorescent OLED solutions for high-efficiency OLED displays and white lighting.”

Sidney D. Rosenblatt, Executive Vice President and Chief Financial Officer of Universal Display, will participate in the SID DisplaySearch Business Conference during the OLED Displays and Lighting Session with a talk titled, “*Phosphorescent OLEDs Open the Door to Commercial Acceptance*” on Monday, May 24<sup>th</sup> at 2:30 p.m. PDT in Room 6C.

In addition, Mr. Rosenblatt will report on recent business highlights at the 6<sup>th</sup> Annual SID/Cowen 2010 Display Investors Conference on Tuesday, May 25<sup>th</sup> at 2:55 p.m. in Room 605-607. Mr. Rosenblatt’s presentation is titled, “*Emerging Technologies Beyond LCD.*”

Universal Display personnel will also participate in various sessions during the symposium throughout the week:

- Dr. Michael Weaver, Director of PHOLED Applications Engineering and Development, and Dr. Raymond Kwong, Director of PHOLED Material Development, will present “*Fundamentals of OLED Technology*” at the Sunday Short Course series on Sunday, May 23<sup>rd</sup> at 3:00 p.m.
- Dr. Ruiqing Ma, Department Manager, Flexible OLED Displays, will present an application tutorial titled, “*Flexible Display Technologies and Their Applications*” on Wednesday, May 26<sup>th</sup> at 8:30 a.m. in Ballroom 3AB.
- Dr. Woo-Young So, Research Scientist, will present a joint paper with Professor Jin Jang of Kyung Hee University and Samsung Mobile Display titled, “*Power Efficient AMOLED Display with Novel Four Sub-Pixel Architecture and Driving Scheme*” on Wednesday, May 26<sup>th</sup> at 3:50 p.m. in Room 618-620.
- Dr. Mike Hack, Vice President and General Manager, OLED Lighting & Custom Displays, will present a paper titled, “*Status and Opportunities for Phosphorescent OLED Solid State*

*Lighting*” at The Future of Lighting & Backlighting Conference, part of the SID Market Focus Conference Series, on Wednesday, May 26<sup>th</sup> at 4:30 p.m. in Rooms 605-607.

- Dr. Mike Hack will also present a joint paper with AU Optronics titled, “*AMLCD and AMOLEDs: How do they compare for green energy efficiency?*” on Thursday, May 27<sup>th</sup> at 1:30 p.m. in Ballroom 6E.
- Dr. Peter A. Levermore, Research Scientist, will present a paper titled, “*Highly Efficient Phosphorescent OLED Lighting Panels for Solid-State Lighting*” on Thursday, May 27<sup>th</sup> at 11:40 a.m. in Ballroom 6C.

As a leading OLED technology developer, Universal Display currently owns or has exclusive, co-exclusive or sole license rights with respect to more than 1,000 issued and pending patents worldwide. The company offers these proprietary technologies to OLED display and white lighting manufacturers through technology licensing, UniversalPHOLED materials sales, and technology development and transfer services.

The company’s PHOLED technology and materials, offering up to four times the energy efficiency of conventional OLED technology, have become widely recognized as the energy-efficient OLED solution for display and lighting applications. The company’s UniversalPHOLED technology and materials can be found in a variety of cell phones, multi-media players and other display devices already on the market, and are believed to be critical for the development of energy-efficient, white OLED lighting products.

To see how Universal Display Corporation is changing the face of the display and lighting industries, please visit the Company at Booth #1213 and at [www.universaldisplay.com](http://www.universaldisplay.com).

### **About the SID International Symposium, Seminar and Exhibition**

The Society of Information Display (SID) is the only professional organization focused on the display industry. In fact, by exclusively focusing on the advancement of electronic-display technology, SID provides a unique platform for industry collaboration, communication and training in all related technologies while showcasing the industry's best new products. With more than 6,000 members worldwide, the organization's members are professionals in the technical and business disciplines that relate to display research, design, manufacturing, applications, marketing and sales. To promote industry and academic technology development, while also educating consumers on the importance of displays, SID hosts more than ten conferences a year, including Display Week, which

is the premier international gathering of scientists, engineers, manufacturers and users in the field of electronic information displays. For more information, visit [www.sid.org](http://www.sid.org).

## **About Universal Display Corporation**

Universal Display Corporation (Nasdaq: PANL) is a leader in developing and delivering state-of-the-art, organic light emitting device (OLED) technologies, materials and services to the display and lighting industries. Founded in 1994, the company currently owns or has exclusive, co-exclusive or sole license rights with respect to more than 1,000 issued and pending patents worldwide. Universal Display licenses its proprietary technologies, including its breakthrough high-efficiency UniversalPHOLED™ phosphorescent OLED technology, that can enable the development of low power and eco-friendly displays and white lighting. The company also develops and offers high-quality, state-of-the-art UniversalPHOLED materials that are recognized as key ingredients in the fabrication of OLEDs with peak performance. In addition, Universal Display delivers innovative and customized solutions to its clients and partners through technology transfer, collaborative technology development and on-site training.

Based in Ewing, New Jersey, Universal Display works and partners with a network of world-class organizations, including Princeton University, the University of Southern California, the University of Michigan, and PPG Industries, Inc. The company has also established relationships with companies such as AU Optronics Corporation, Chi Mei EL Corporation, DuPont Displays, Inc., Konica Minolta Technology Center, Inc., LG Display Co., Ltd., Samsung Mobile Display Co, Ltd., Seiko Epson Corporation, Sony Corporation, Showa Denko K.K., and Tohoku Pioneer Corporation. To learn more about Universal Display, please visit [www.universaldisplay.com](http://www.universaldisplay.com).

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