



FOR IMMEDIATE RELEASE

**NEW GLOBAL TRADE GROUP FORMED TO HELP THE GROWTH OF LCD TV MARKET**

***LCD TV Association Enables Cooperative Efforts by industry partners, such as Corning, DisplaySearch, LG.Philips LCD, Micronas, Syntax-Brillian and USDC to Inform, Promote, Improve and Connect the entire LCD TV Ecosystem and Supply Chain Worldwide***

**Las Vegas, Nev., January 9, 2007** – The **LCD TV (Liquid Crystal Display Television) Association**, a new, global, non-profit trade association chartered with helping the entire LCD supply chain, today announced its formation, as well as its six founding Sustaining Members—Corning Incorporated, DisplaySearch, LG.Philips LCD, Micronas Semiconductor, Syntax-Brillian Corporation and the U.S. Display Consortium (USDC). The new organization aims to promote the entire LCD TV industry and its members' interests and lead the companies in addressing industry-wide issues and new initiatives that will foster healthy competition, as well as create better products for manufacturers, consumers and retailers alike.

"I am proud to announce that several world-class market leaders have already committed to the LCD TV Association's goals by joining the Sustaining Membership group. Their unique qualities, expertise, and early participation will add momentum and real value to our growing organization. We look forward to working for and with them, and all our members and their strategic partners, to help the entire LCD TV ecosystem on an industry-wide basis—ensuring better LCD TV related products for consumers worldwide, and better education and information in the marketplace about flat panel TVs," stated Bruce Berkoff, founding chairman of the LCD TV Association.

"The very large and fragmented LCD supply chain has had no organization to help them thrive via education or debate—but now they do—and the ~\$540 billion LCD supply chain will be better served because of it. We are pleased to join and play a role in this exciting new organization and see it as a step forward for the industry as a whole" commented Ross Young, founder and president of DisplaySearch.

The stated mission of the new LCD TV Association is to "Inform, Promote, Improve and Connect". This group will inform the public on the many benefits of LCD TVs and announce the results of its research in various forums. The LCD TV Association will promote the industry and its technology through its website, speeches, debates, and interviews. It will also work to improve LCD TV features and functions through the introduction and promotion of new ideas for specifications and inventions which add value to TVs by making them better and easier to use. Lastly, the LCD TV Association will connect the industry supply chain via meetings and setting standards, pertinent research, presentations at worldwide conferences, publishing articles, white papers and quarterly newsletters, as well as issuing press releases—all designed to facilitate win/win relationships among the various industry partners.

Among the first goals of the LCD TV Association is to focus the industry's attention on actual user needs and the items that effect real world TV performance, rather than confusing "specsmanship". The organization will work to educate consumers on the intrinsic value proposition of the many sizes and types of LCD TVs available in the market today and coming soon. The LCD TV Association will help to drive the creation of better LCD TVs for our industry and society in the future—realizing the organization's motto of "A Great TV in Every Room".

For more information on the LCD TV Association, its membership, or to join, please visit us on the web at [www.LCDTVAssociation.Org](http://www.LCDTVAssociation.Org) or email us at [membership@lcdtvassociation.org](mailto:membership@lcdtvassociation.org). For other questions, please contact Heidi Hoffman at 1-408-993-8111 or [heidi@usdc.org](mailto:heidi@usdc.org).



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### About Corning Incorporated:

Corning Incorporated ([www.corning.com](http://www.corning.com)) is a diversified technology company that concentrates its efforts on high-impact growth opportunities. Corning combines its expertise in specialty glass, ceramic materials, polymers and the manipulation of the properties of light, with strong process and manufacturing capabilities to develop, engineer and commercialize significant innovative products for the telecommunications, flat panel display, environmental, semiconductor, and life sciences industries.

### About DisplaySearch:

DisplaySearch, an NPD Group company, has a core team of 45 employees located in North America and Asia who produce a valued suite of FPD-related market forecasts, technology assessments, surveys, studies and analyses. The company also organizes influential events worldwide. Headquartered in Austin, Texas, DisplaySearch has regional operations in Chicago, Hong Kong, Houston, Kyoto, San Diego, San Jose, Seoul, Shenzhen, Taipei and Tokyo, and the company is on the web at [www.displaysearch.com](http://www.displaysearch.com).

### About LG.Philips LCD:

LG.Philips LCD Co., Ltd [NYSE: LPL, KRX: 034220] is a leading manufacturer and supplier of thin-film transistor liquid crystal display (TFT-LCD) panels. The Company manufactures TFT-LCD panels in a wide range of sizes and specifications for use in TVs, monitors, notebook PCs, and various applications. LG.Philips LCD currently operates seven fabrication facilities and four back-end assembly facilities in Korea, China and Poland. In addition, LG.Philips LCD has sales and representative offices in ten countries and has approximately 21,000 employees globally. Please visit <http://www.lgphilips-lcd.com> for more information.

### About Micronas:

Micronas (SWX Swiss Exchange: MASN), a semiconductor designer and manufacturer with worldwide operations, is a leading supplier of cutting-edge system solutions for consumer electronics. As a market leader in innovative global TV system solutions, Micronas leverages its expertise into new markets emerging through the digitization of audio and video content. Micronas serves all major consumer brands worldwide, many of them in continuous partnerships seeking joint success.

### About Syntax-Brilliant Corporation:

Syntax-Brilliant Corporation ([www.syntaxbrilliant.com](http://www.syntaxbrilliant.com)) is one of the world's leading manufacturers and marketers of LCD and LCoS(TM) HDTVs, digital cameras, and microdisplay entertainment products. The company's lead products include its Olevia brand ([www.olevia.com](http://www.olevia.com)) high definition widescreen LCD and LCoS televisions -- one of the fastest growing global TV brands -- and Vivitar brand ([www.vivitar.com](http://www.vivitar.com)) digital still and video cameras. Syntax-Brilliant has built an Asian supply chain coupled with an international manufacturing and distribution network to support worldwide retail sales channels and position the company as a market leader in consumer digital entertainment products. Brillant, LCoS and Vivitar are trademarks or registered trademarks of Syntax-Brilliant Corporation. All other trademarks are the property of their respective owners.

### About the U.S. Display Consortium (USDC):

The USDC is an industry-led public/private partnership providing a common platform for flexible electronics and display manufacturers, developers, integrators and the supplier base. Headquartered in San Jose, Calif., the consortium's primary mission is to fund supply-chain projects and share the results with member companies. The USDC provides a communication channel among industry, government and financial communities for flexible electronics and display industry issues; sponsors conferences and workshops to broaden the impact of technological developments; and educates consumers on the importance of flexible electronics and displays in providing access to information technology. More information can be found at [www.usdc.org](http://www.usdc.org).

### About the LCD TV Association:

The LCD TV Association is a global, non-profit trade association, formed to help the entire LCD supply chain and retail channel through to the end consumer via various communication tools, including speeches, interviews, sponsored research and the resulting information distribution, as well as industry meetings and standards settings. Participating at the many industry trade and consumer shows around the world and helping to promote members' interests and engaging in discussions to promote the industry overall, we help foster healthy competition and create better products for consumers and retailers alike. The LCD TV Association can help fight the growing "specsmanship" in trade publications and refocus conversations on true image quality and understanding for consumers, and help the whole LCD TV ecosystem to improve and thrive. For more information on the LCD TV Association, it's membership, or to join, please visit us on the web at [www.LCDTVAssociation.Org](http://www.LCDTVAssociation.Org).