

## SiPix Imaging Announces the World's First e-paper Based Keypad Solution

**Fremont, Feb. 20, 2007** – SiPix Imaging, Inc., a world leader in e-paper displays, announced the samples of the worlds first e-paper display integrated into a keypad for mobile applications. The Keypad Display Module (KDM) allows each button to dynamically change while maintaining the familiar feel of traditional keypads.

Co-developed with Silitech, one of the world's largest keypad manufacturers, the KDM involves overlaying SiPix's e-paper technology over a silicone keypad. The e-paper can be cut to shape for compatibility with multiple designs, and traditional backlight allows night time viewing.



SiPix's KDM technology is available in various colors that can match the casing of mobile devices. The patented Microcup® technology can hold dyes of various colors, creating a sleek and completely integrated look. With a 180 degree viewing angle and high contrast ratio, the KDM is a glimpse of future input devices, including physically interactive touch screens, and flex sensors for e-paper applications.

“Now we can offer consumers the best of both worlds, a dynamic keyboard that can vary based on the application that preserves the haptic information provided by traditional keypads,” said Jialock Wong, director of the Mobile Division Business Unit for SiPix. “This technology eliminates the ambiguity common with today's touch screens, while also creating new opportunities to integrate this technology into new applications.”

“Our Microcup design is inherently impact resistant, razor-thin, flexible, and versatile for tomorrow's applications,” said Andrew Ho, president of SiPix. “We developed our Microcup to provide the uniform structure needed to incorporate the highest quality displays into products where constant use or high pressure have traditionally been gating factors.”

Unlike LCDs which are made with glass, SiPix Microcup electronic paper displays are extremely thin and flexible. As readable as laser print on paper, SiPix ePaper is crisp, vivid, and visible in sunlight with nearly a 180 degree viewing angle. The company's ePaper also prolongs battery life, drawing power only when switching due to its bistable image characteristics.

The SiPix Microcup partition walls provide not only fine resolution but also excellent mechanical support for impact resistance. Each Microcup is individually sealed, enabling the Electrophoretic Displays (EPD) to be custom cut to desired shapes and sizes.