

SiPix Launches the Flex-It™ Family of e-Paper Films

Fremont, May 19, 2008 – SiPix, a leading e-paper provider, today announced the launch of its next generation display technology with improved brightness, contrast. Trademarked as Flex-It EPD film, the product is positioned for electronic readers giving designers industry leading image quality.

“With these advances, SiPix maintains its reputation for producing the highest image quality in the industry,” says Andrew Ho, president of SiPix. “We have improved our brightness by 40% and almost doubled our speed which opens even more applications that can use our product.”

Based on Microcup® technology, Flex-It™ film offers unparalleled performance for flexible displays and rollable displays. “With Flex-It™, our team focused on improving brightness, contrast, and speed and they executed beautifully,” states Dr. Robert Sprague, Senior Vice President of R&D and Engineering. “Our unique system allows us to individually optimize each component of our display technology, and we will continue to make strides in speed, whiteness, and also color.”

Like previous generations of film, Flex-It™ film is produced on SiPix’s patented roll-to-roll line providing cost advantages compared to other technologies allowing more applications to adopt this type of display.

Flex-It™ film is available immediately with mass production scheduled for end of Q2, 2008.