



LCD TV ASSOCIATION ADDS EIGHT NEW SUSTAINING MEMBERS, GROWS EDUCATION PROGRAMS GLOBALLY AND INITIATES “GREEN TV™” LOGO

Las Vegas, Nev., January 7, 2008 – The **LCD TV Association**, a global, not-for-profit marketing trade association chartered to inform, promote, improve and connect the entire LCD TV supply chain, today announced the addition of eight new sustaining members: HP, Dolby Laboratories, Westinghouse Digital Electronics, Fusion Optix, NOVA Chemicals, TVIA, UniPixel and Veritas et Visus. This signals the growing popularity and support for LCD TVs, and their related supply chain and channels through to the end consumer, joining together to educate and promote the benefits and advantages of LCD TVs.

According to DisplaySearch, worldwide LCD TV shipments accelerated in Q3'07, rising 26% Q/Q and 86% Y/Y in Q3'07 to a record 20.3M units and a 40% unit share of the TV market. LCD TVs remained the only technology to enjoy Y/Y revenue growth, up 48% Y/Y to \$17.5B, for a 66% revenue share of the TV market.

“Our industry is at an inflection point for all HDTVs and LCD TVs in particular, in terms of growth, quality, new technology and market penetration. The growth has been amazing, with more than 40 million LCD TV sets sold worldwide in 2006, an estimated 70 million or so for 2007 and a market which should easily exceed 100 million units globally this year,” noted Bruce Berkoff, Chairman of the LCD TV Association.

“We are excited by the growing support for our organization and educational programs, as well as the breadth, experience and quality of the new sustaining members we are now announcing, which in addition to our original seven sustaining members Corning, LG.Philips LCD, Merck KGaA Darmstadt Germany, Micronas, Olevia, USDC and DisplaySearch, reflect the growth and penetration in the TV market of ever-better LCD TV technology. We are happy to continue to play a role supporting this growth and improving the products and market for everyone,” Berkoff added.

According to Jim Sanduski, Vice President of Marketing for the Managed Home Americas unit at HP, “HP is happy to join this consumer-focused organization to help educate end-users about the benefits of our LCD TVs and connected home products. HP is focused on bridging the digital silos that exist in the home today between PC and A/V systems by delivering products and service solutions that help people enjoy their digital media on their display device of choice: their LCD HDTV.”

Since its recent formation in 2007, the LCD TV Association has so far participated in over ten, global industry conferences, shows and exhibitions, in addition to supporting other worthwhile industry initiatives and events like the ‘Energy Star’ program, which is also supported by the CEA and run by the EPA (Environment Protection Agency). The LCD TV Association helps bring the consumer viewpoint to this government program and, often related to ‘green’ technology. In fact, the LCD TV Association has recently launched its new ‘GreenTV™’ logo

program to help focus LCD TV manufacturers and brands on reducing the power consumption requirements of LCD TVs, while making them more ergonomic and user friendly. The first step in the LCD TV Association's program is to implement ambient light sensors, which may reduce power consumption by up to 30%, while reducing user eyestrain.

Participants in the program will be awarded with the right to use a unique 'GreenTV™' logo to help promote the uniform benefits and understanding of this technology. As homes add TVs and as average diagonal sizes increase, CE power usage becomes a bigger concern for our country and our global environment.

"Dolby is pleased to join the LCD TV Association and we are honored to be aligned with an organization dedicated to furthering the interests of the LCD TV industry," said Bharath Rajagopalan, Business Line Director, Dolby Laboratories. "At Dolby we are equally committed to the LCD display industry through providing Dolby High Dynamic Range Technologies to improve the performance of LCD displays with LED backlighting technology."

The LCDTV Association is committed to working with major manufacturers and the entire supply chain to help reduce the carbon footprint of LCD TVs today and in the future.

"From the greeting of the basic glass and liquid crystal materials from Corning and Merck KGaA, to the world's first EPD (Environment Product Declaration) panels and RoHs approvals by vendors like LG.Philips LCD, to potential breakthrough enabling technologies like Time Multiplexed Optical Shutter (TMOS) from UniPixel, we are excited about the role we can play to continuously promote and inform the public about past, present and future advances in LCD TV technology," concluded Bruce Berkoff, Chairman of the LCD TV Association.

For more information on the LCD TV Association, its membership, or to join, please visit us on the web at www.LCDTVAssociation.Org or email us at membership@lcdtvassociation.org.

About Corning Incorporated

Corning Incorporated (www.corning.com) is the world leader in specialty glass and ceramics. Drawing on more than 150 years of materials science and process engineering knowledge, Corning creates and makes keystone components that enable high-technology systems for consumer electronics, mobile emissions control, telecommunications and life sciences. Our products include glass substrates for LCD televisions, computer monitors and laptops; ceramic substrates and filters for mobile emission control systems; optical fiber, cable, hardware & equipment for telecommunications networks; optical biosensors for drug discovery; and other advanced optics and specialty glass solutions for a number of industries including semiconductor, aerospace, defense, astronomy and metrology.

About DisplaySearch:

DisplaySearch, an NPD Group company, has a core team of 59 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.

About Dolby Laboratories:

Dolby Laboratories (NYSE: DLB) develops and delivers products and technologies that make the entertainment experience more realistic and immersive. For more than four decades, Dolby has been at the forefront of defining high-quality audio and surround sound in cinema, broadcast, home audio systems, cars, DVDs, headphones, games, televisions, and personal computers. For more information about Dolby Laboratories or Dolby technologies, please visit www.dolby.com.

About Fusion Optix:

Fusion Optix's world-class team is pioneering innovative high performance solutions, products, and advanced technologies for

global optical markets, such as flat panel displays and LED lighting. The company's approach to focus on leading edge optical design and fundamental materials science, as well as advanced manufacturing technologies, has resulted in a unique highly customizable product platform and system solutions that leverage this platform. Fusion Optix is privately held, with funding from major international investment firms, Goldman Sachs and Prudence Capital. Our working capital and strategic partnerships enable us to provide a dedicated, rapid response, global customer support and delivery infrastructure to meet the needs of the world's leading companies. Visit us on the web at www.fusionoptix.com

About HP:

The Managed Home business unit within HP offers a connected entertainment product portfolio that spans networked high-definition TVs, home servers and digital media receivers – all enabling people to control how, where and when they access and enjoy their digital content. More information is available at www.hp.com/go/mediasmart

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.

Merck KGaA Darmstadt Germany

Merck KGaA Darmstadt Germany is a global pharmaceutical and chemical company with sales of EUR 6.3 billion in 2006, a history that began in 1668, and a future shaped by 35,214 employees in 63 countries. Its success is characterized by innovations from entrepreneurial employees. Merck's operating activities come under the umbrella of Merck KGaA, in which the Merck family holds an approximately 70% interest and free shareholders own the remaining approximately 30%. In 1917 the U.S. subsidiary Merck & Co. was expropriated and has been an independent company ever since. Merck is market leader in liquid crystal materials and has local production sites in Japan, Korea and Taiwan. The liquid crystal experience with Merck started more than 100 years ago. Local Expertise - Global Competence www.merck4displays.com

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. Visit us on the web at www.micronas.com.

About NOVA Chemicals:

NOVA Chemicals produces plastics and chemicals that are essential to everyday life. Our employees develop and manufacture materials for customers worldwide that produce consumer, industrial and packaging products. NOVA Chemicals works with a commitment to Responsible Care® to ensure effective health, safety, security and environmental stewardship. Company shares are traded on the Toronto and New York stock exchanges as NCX. Visit NOVA Chemicals on the Internet at www.novachemicals.com

About Syntax-Brilliant (Olevia) Corporation:

Syntax-Brilliant Corporation (Nasdaq:BRLC) (www.syntaxbrilliant.com) is a leading designer, developer, and distributor of LCD HDTVs, digital cameras, and microdisplay entertainment products. The company's lead products include its Olevia™ brand (www.olevia.com) high definition widescreen LCD televisions — one of the fastest growing global TV brands — and Vivitar brand (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.

About TVIA:

Tvia, Inc. is a fabless semiconductor company that designs and develops an extensive line of flexible, high quality digital display processors for digital LCD, PDP, HD, SD, and progressive-scan TVs, as well as other broadcast and consumer display products. Tvia owns and operates a leading independent TV design center, providing manufacturers with proven TV system designs, which Tvia believes allows manufacturers to produce and manufacture high quality flat-panel television at a lower cost with shortened time to market. The combination of Tvia's TrueView display processors and leading TV system designs gives Tvia's manufacturing customers an advantage for building cost-effective, high quality display solutions. More information about Tvia is available at www.tvia.com.

About UniPixel:

UniPixel Inc. is a leading innovator in the display industry having developed, patented and currently working to commercialize a new enabling flat panel display technology it calls Time Multiplexed Optical Shutter ("TMOS"). TMOS architecture will provide current LCD manufacturers a means to produce higher performing displays at lower cost in their existing production facilities. UniPixel's proprietary Opacity™ Active Layer films can replace multiple other materials in current LCD systems to create brighter displays that consume less power and offer superior image quality. The company's headquarters are located in The Woodlands, Tex. For more information on UniPixel, visit www.unipixel.com.

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.

About Veritas et Visus:

In Latin, "Veritas et Visus" means "Truth and Vision". The organization's mission is to provide readers with pertinent, timely and affordable information about the flat-panel display industry, with the goal of bringing together news, interviews, conference summaries, tutorials, and analysis into a format that is useful to readers. Veritas et Visus offers five specialty newsletters covering 3D Displays; Touch Screens; High Resolution; Flexible Displays, and Display Standards. Veritas et Visus also publishes a quarterly newsletter for the LCD TV Association. For more information, visit www.veritasetvisus.com

About Westinghouse Digital Electronics:

Westinghouse Digital Electronics is one of the top five LCD TV manufacturers in the U.S. 2007 year to date*. The company provides a full line of innovative LCD displays as well as other consumer electronic products that deliver the latest digital content for the ultimate entertainment experience. Westinghouse Digital's innovative and easy-to-use LCD-based line up includes a complete family of 720p and 1080p LCD HDTVs and HD 1080p monitors in a wide range of sizes and formats, HD Grade™ computer standard and widescreen monitors, digital photo frames and its new notebook/HDTV bundle. Westinghouse Digital is dedicated to providing consumers with stylish, feature-rich and high-quality entertainment devices that meet the needs of every household member. For more information, please visit www.westinghousedigital.com * The NPD Group/Retail Tracking Service, based on unit sales, from January through October 2007

About the LCD TV Association:

The LCD TV Association is a global, non-for-profit marketing 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, as well as industry newsletters, meetings and standards settings—resulting in information distribution. Participating at the many industry trade and consumer shows around the world to help promote members' interests, as well as creates better LCD TVs for everyone. We encourage and engage in discussions to promote the industry overall, as well as helping foster healthy competition and create better products with higher value propositions 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.

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A great TV in every room!!!