

LCDTV Association

Inform ◦ Promote ◦ Improve ◦ Connect



“A Great TV in Every Room”



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LCD TVs are a big business, and growing, but to grow bigger and grow healthy, some better “organization” is needed!

The LCD TV Association is a relatively-new, global, not-for-profit marketing trade association formed to help the entire supply chain and retail channel through to the end consumer via various communication tools, newsletters, research and white papers, press releases, and interviews, as well as meetings and standards settings. We also speak at many industry trade and consumer shows around the world, and help promote the overall LCD TV industry and member’s interests. Our goal is to engage everyone in more discussions and more education and informational sharing to reduce confusion and the proliferation of meaningless, large-number specs’ that may not correlate well with real consumer benefits. We promote the industry overall and help foster healthy competition and create better products for consumers and retailers alike. Plasma TV has the PDP Coalition, and micro-projection companies have also formed various groups. The very large and fragmented LCD supply chain has had no one to help their ecosystem thrive or to debate the competitive technologies for them, or help fight the growing “specsmanship” in trade publications to the detriment of true consumer understanding and better image quality and features, but now they do!

The LCD TV Association can help focus on true user needs and the items that effect real world performance, while also focusing on the real value proposition of the many sizes and types of LCD TVs available in the market today. We want to help the whole industry, and can, in a neutral non-branded way. We promote better products, energy conservation and share in overall environmental concerns.

The goal is to Inform, Promote, Improve, and Connect.

We will **Inform** the public on the many benefits of LCD technology vs. older and new display types and technologies. Our marketing trade association allows a public debate globally, for everyone’s benefit on many relevant technologies and topics and provides a consumer-focused voice at major trade shows and industry events. We also sponsor research and white papers on needed areas and current relevant topics, such as HDTV and energy efficiency, as well as, posting and distributing news and results in various formats to the different membership levels.

The LCD TV Association will **Promote** the industry and technology via newsletters, speeches, debates, interviews, PR, brochures, publications, white papers and research (on various technological specifications) which help to achieve these goals. We have many years of historical perspective in the Flat TV industry and thus can provide background color and details not available to the media through other outlets today.



We will help **Improve** the product features and functions, by inventing and promoting new specifications and features. For example, we have created a “Green TV” logo for those TVs which can monitor external ambient light and save energy and prevent eyestrain in a dark room by lowering backlight power (this example is one of many which is simple to implement, but has real consumer benefits and is easy to build and demo, and of course, great for reviews). There are more features like this where the public and members would benefit from earlier



compliance and good press coverage and exposure. A major goal is to add real perceived value for little or no cost, and to help promote them via press reviews and branding. This can only help decrease the relentless downward pressure on price while improving performance and making better products available for consumers.

The LCD TV Association serves to **Connect** the industry supply chain, via our web site, publications and research, as well as face-to-face meetings, speeches, white papers, regular newsletters, etc. In addition, our “limited” Sustaining Member Advisory Board, has regular meetings to set priorities and address issues, as well as to facilitate win/win relationships among our industry partners. We will help many of the latest start-ups with great technology related to LCD TVs (from better backlight controls to wireless audio, etc.), speed their time to market with better features and functions, as this could also help create more value for the TV vendors while creating better products and lower system prices for consumers.

We do not have our own tradeshows, or generate market research reports, thus we are very complimentary to existing organizations & industry analysts. We will help make the dream of “A Great TV in Every Room” come true for millions of people. The LCD TV Association is helping to make more and better Flat TVs the future of our industry and society.



Membership:

The LCD TV Association currently has various levels of memberships: “Regular Membership”, for small companies and start-ups that want to be in the know on major trends and developments in the LCD TV space via our web site, white paper access, and our regular newsletter. Also a limited number of spots exist for “Sustaining Members”, companies that are strategic players in the supply chain, from any of the major segments of the LCD TV supply ecosystem, including, components, IC’s, panels, sets, retail, analysts & other organizations. This level of membership comes with an Advisory Board seat, to help set the LCD TV Association’s priorities for white papers, research, and other objectives. Sustaining Members also receive strategic consulting time from our executive staff, more detailed research data, and all of the Regular Member benefits.



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For more information on the LCD TV Association, membership, or to join, please visit us on the web at

www.LCDTVAssociation.org or email membership@LCDTVAssociation.org

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