



## LCD TV ASSOCIATION ANNOUNCES FOUR NEW SUSTAINING MEMBERS

*Technology Leaders to Help Advance the Growth and “Greening” of the LCD TV Industry*

**LAS VEGAS, Nev., January 8, 2010** – 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 that four new sustaining members have joined the organization to help advance LCD-based products and strengthen the entire LCD TV supply chain around the world. The new members are **Applied Materials, Inc.**, the global leader in Nanomanufacturing Technology™ solutions, **mSilica**, a supplier of smart mixed-signal power management ICs, **Supertex, Inc.**, a leading mixed signal semiconductor manufacturer, and **TAOS, Inc.** (Texas Advanced Optoelectronic Solutions), an industry pioneer and manufacturer of digital and analog light-sensing solutions.

“We are pleased to welcome these new members and their support in improving and promoting the LCD industry, LCD TV products and related supply chain, as well as in the continued “greening” of these products and the entire LCD TV ecosystem,” said Bruce Berkoff, Chairman of the LCD TV Association. “There are vast improvements being made in LCD TV products— from energy efficient LED lighting subsystems to the removal of heavy metals from the glass and electronics inside the panel—resulting in the cleanest and most environmentally-friendly, full-scale displays the world has ever known. Broadening our membership with the participation of these world-class companies will help in our efforts to foster better understanding of our technology and activities, such as our Green TV program, while creating better products for consumers and our planet.”

“TAOS welcomes the opportunity to join the LCD TV Association to increase the awareness and promote the significant benefits of green technology, like our ambient light and proximity sensing technology, to the LCD TV industry and the end consumer,” said Jerry Koontz, TAOS, Inc. Director of Marketing.

DisplaySearch recently upgraded its 2010 LCD TV forecast to 171 million units, a 22% increase from 2009, with growth across the board from small screen sizes to larger screens with faster frame rates. New technologies such as LED backlights and even 3D capabilities are expected to serve as catalysts for increased shipments.

For more information on the LCD TV Association, its membership, activities and related white papers, 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). To view the latest version of the LCD TV Association’s newsletter, “LCD Matters”, visit <http://www.lcdtvassociation.com/lcdtmatters.html>

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**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, its membership, related white papers, or to join, please visit us on the web at [www.LCDTVAssociation.Org](http://www.LCDTVAssociation.Org).

The LCD TV Association's "Sustaining Member" companies currently include Amtran, Applied Materials, Corning, DisplaySearch, Dolby Laboratories, the Flex Tech Alliance, Fusion Optix, LG Display, LG Electronics, LG Innotek, Merck KGaA, mSilica, NOVA Chemicals, Quinn Pacific, RallyPoint, Retrevo, Supertex, TAOS, Uni-Pixel, Veritas et Visus, Vizio and Westinghouse Digital Electronics.

**About Applied Materials, Inc.**

Applied Materials, Inc. (Nasdaq:AMAT) is the global leader in Nanomanufacturing Technology™ solutions with a broad portfolio of innovative equipment, service and software products for the fabrication of semiconductor chips, flat panel displays, solar photovoltaic cells, flexible electronics and energy efficient glass. At Applied Materials, we apply Nanomanufacturing Technology to improve the way people live. Learn more at [www.appliedmaterials.com](http://www.appliedmaterials.com).

**About mSilica**

mSilica is a supplier of smart mixed-signal power management ICs. These chips utilize a unique combination of analog and digital circuit techniques to significantly improve power efficiency and reliability, reduce system cost and save board real estate. mSilica's ICs target the computer and consumer markets with three production-ready platforms and seven chips for LED backlight drivers for the LCD TV/Monitor and Notebook markets. Headquartered in Silicon Valley, mSilica offers worldwide support through offices in Korea and Taiwan with sales representatives throughout Asia, North America and Europe. Please visit us at: [www.msilicaweb.com](http://www.msilicaweb.com)

**About Supertex, Inc.**

Supertex, Inc. is a publicly held mixed signal semiconductor manufacturer, focused in high voltage analog and mixed signal products for use in the LED lighting, imaging, industrial, medical, and telecommunication industries. Supertex product, corporate and financial information is readily available at [www.supertex.com](http://www.supertex.com).

**About TAOS, Inc. (Texas Advanced Optoelectronic Solutions)**

With more than a decade of analog mixed-signal technology innovation and market leadership, Texas Advanced Optoelectronic Solutions (TAOS), Inc. designs and manufactures digital and analog light-sensing solutions that deliver increased system integration, design flexibility and functionality to a wide range of products in the consumer, computer, industrial, medical and automotive markets. Integrated ambient light sensing and proximity detection solutions enable "Green" displays by reducing system power consumption. An expanding portfolio of programmable analog and digital RGB color sensors provides accurate color discrimination, determination and measurement. More information can be found at <http://www.taosinc.com> or by phone at 972-673-0759.

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