



Ultra-Low Power, Paper-Like Displays

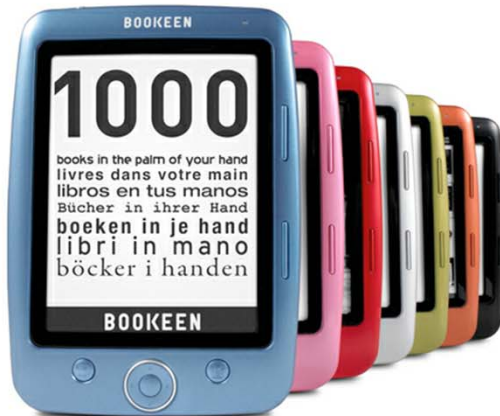
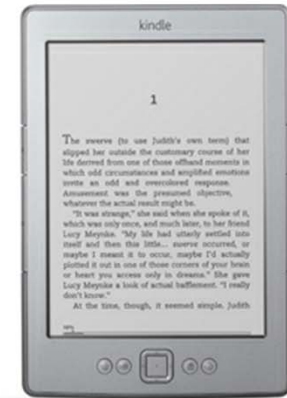
Jennifer Vail
Senior Manager, Marketing



Safe Harbor Statement

Statements in this presentation that are not strictly historical, including the statements regarding the market, economy, the Company's ePaper, LCD and other business, the Company's future product launches, the Company's positioning and expectations for 2012 and future periods, and any other statements regarding events or developments that we believe or anticipate will or may occur in the future, may be "forward-looking" statements within the meaning of the securities laws in Taiwan. There are a number of important factors that could cause actual events to differ materially from those suggested or indicated by such forward-looking statements and you should not place undue reliance on any such forward-looking statements. These factors include, among other things, the uncertainty in the economy, contractions or growth rates and cyclicity of markets we serve, competition, our ability to develop and successfully market new products and technologies and expand into new markets, our ability to successfully identify, consummate and integrate appropriate acquisitions, contingent liabilities relating to acquisitions, risks relating to potential impairment of goodwill and other long-lived assets, currency exchange rates, our compliance with applicable laws and regulations and changes in applicable laws and regulations, tax audits and changes in our tax rate and income tax liabilities, litigation and other contingent liabilities including intellectual property and environmental matters, risks relating to product defects and recalls, the impact of our debt obligations on our operations, raw material costs, our ability to adjust purchases and manufacturing capacity to reflect market conditions, legislative reforms and other changes in industry, labor matters, our relationships with and the performance of our customers and partners, risks relating to man-made and natural disasters, our ability to achieve projected cost reductions and growth, and international economic, political, legal and business factors. These forward-looking statements speak only as of the date of this presentation and the Company does not assume any obligation to update or revise any forward-looking statement, whether as a result of new information, future events and developments or otherwise.

Electronic Paper Displays



Founded 1997, MIT Media Lab



Acquired by largest customer, PVI, in 2009
Company renamed to E Ink Holdings

Eink

About E Ink Holdings

Corporate Snapshot

- Established, June 1992
- Capital: NT\$10 Billion Dollars
- Employees: 6000+ worldwide
- Core Business: EPD & TFT LCD
- Chairman: Scott Liu
- Subsidiaries:
 - E Ink Corp (Cambridge, S.Hadley)
 - Sipix
 - E Ink Yangzhou
 - Hydis



The YFY Group



Paper Group

- YFY Inc. *
- YFY Packaging Inc.
- YFY Consumer Products Group
- Chung Hwa Pulp *
- YFY Jupiter
- Yuen Foong Paper
- China Color Printing
- Shen's Art Printing*
- Shin Foong Chemical
- Guangdong DingFeng Paper
- Guangdong Zhaoqing Forestry



Technology Group

- E Ink *
- Transcend Optonics (Yangzhou)Co.,Ltd.
- Yeon Technology
- Arizon RFID
- Yongfeng Precision Electronics
- Foongtone Technology
- BoardTek Electronics*
- Effion Enertech Co.,Ltd.



Financial Group

- SinoPac Holdings*
- Bank SinoPac
- SinoPac Securities
- SinoPac Leasing
- SinoPac Venture Capital
- SinoPac Asset Management
- SinoPac Call Center
- SinoPac Securities Investment Trust



Biotechnology Group

- TaiGen Biotechnology
- Green and Safe
- Ever Growing Agriculture Biotech
- YFY Biotech Management Co.
- Taiwan Global Biofund
- Taiwan Genome Sciences



Educational Welfare

- Hsin-Yi Foundation
- Shang Shan Human Culture Foundation
- Yuan T. Lee Foundation
- Liver Disease Prevention & Treatment Research

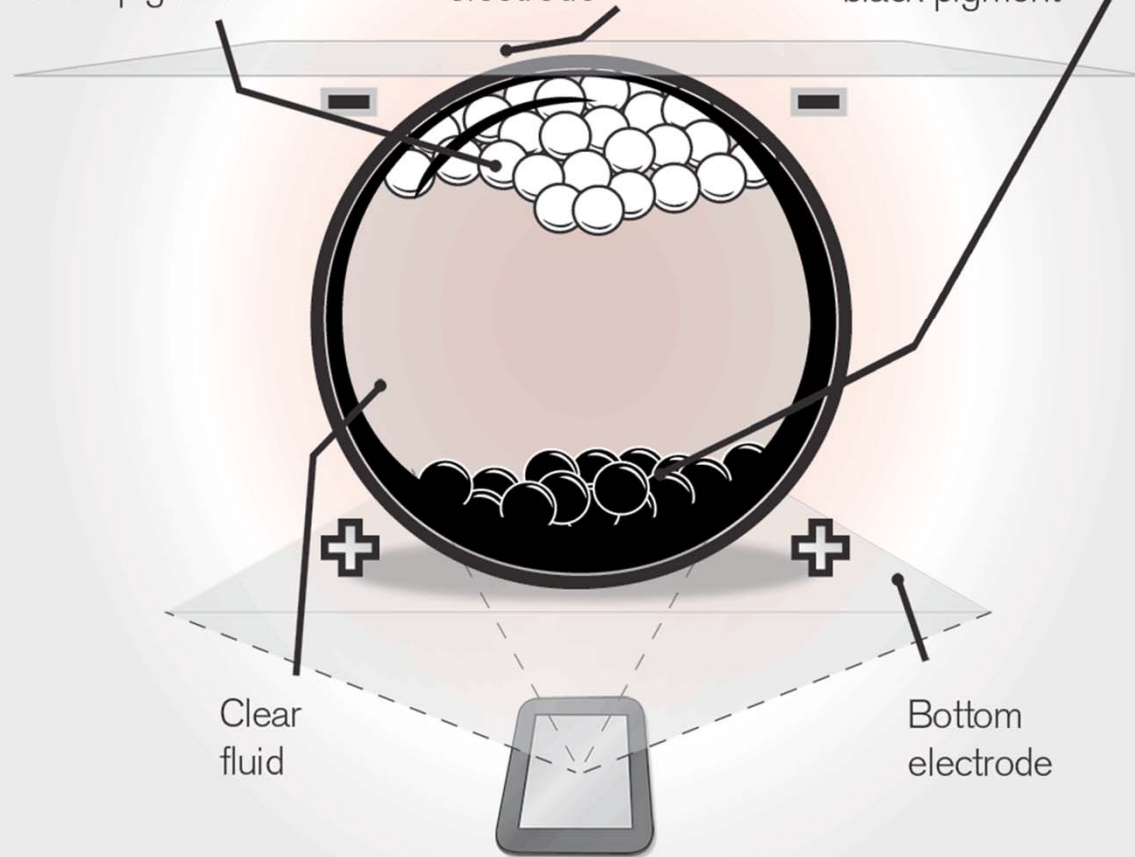
Eink

How It Works

Positively charged
white pigment

Transparent top
electrode

Negatively charged
black pigment

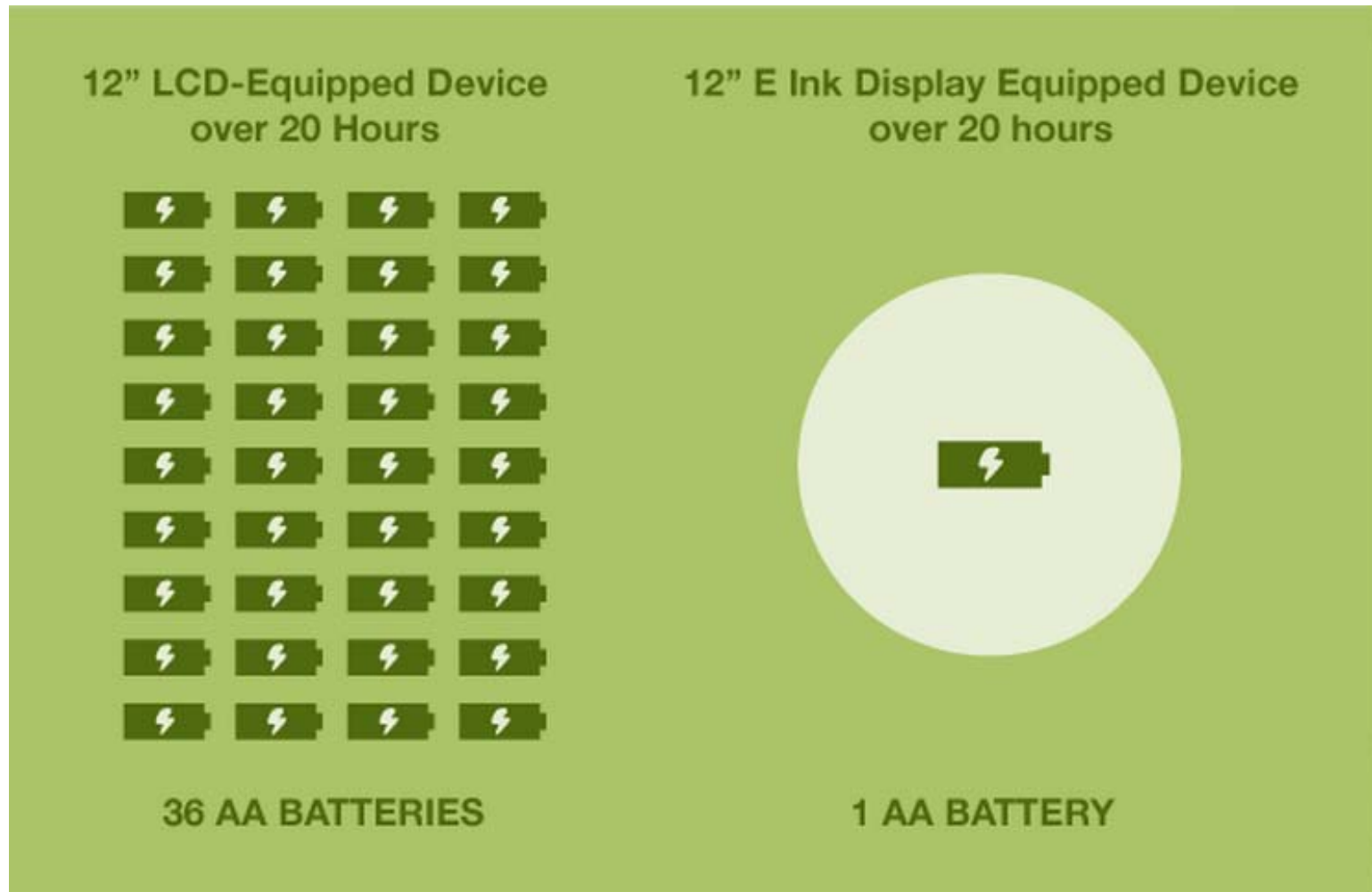


Clear
fluid

Bottom
electrode

Eink

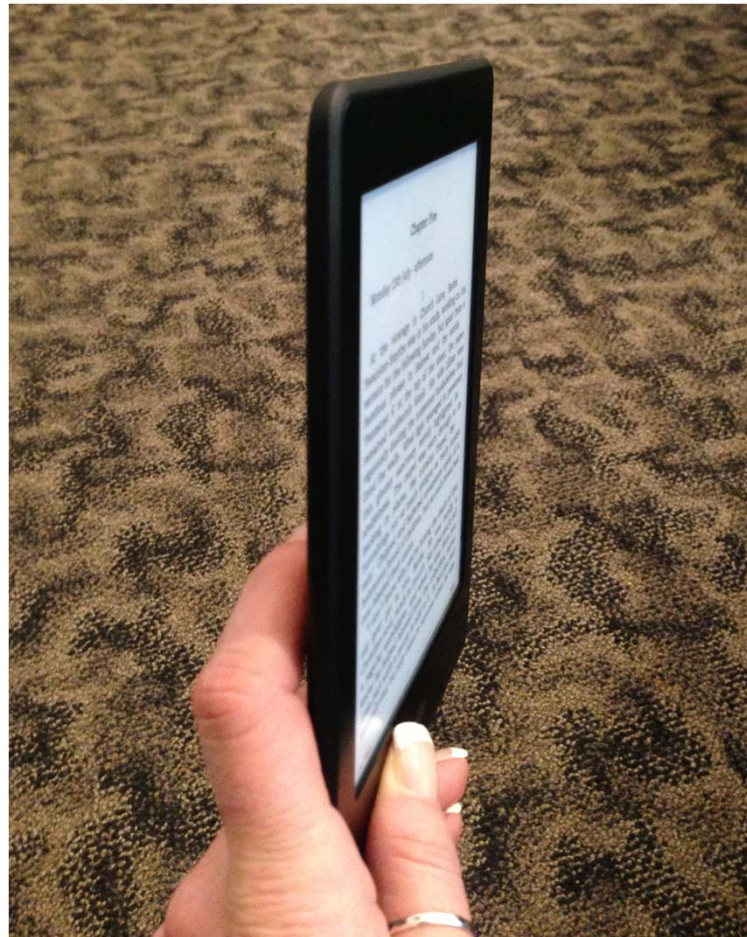
Low Power, Bi-Stable Display



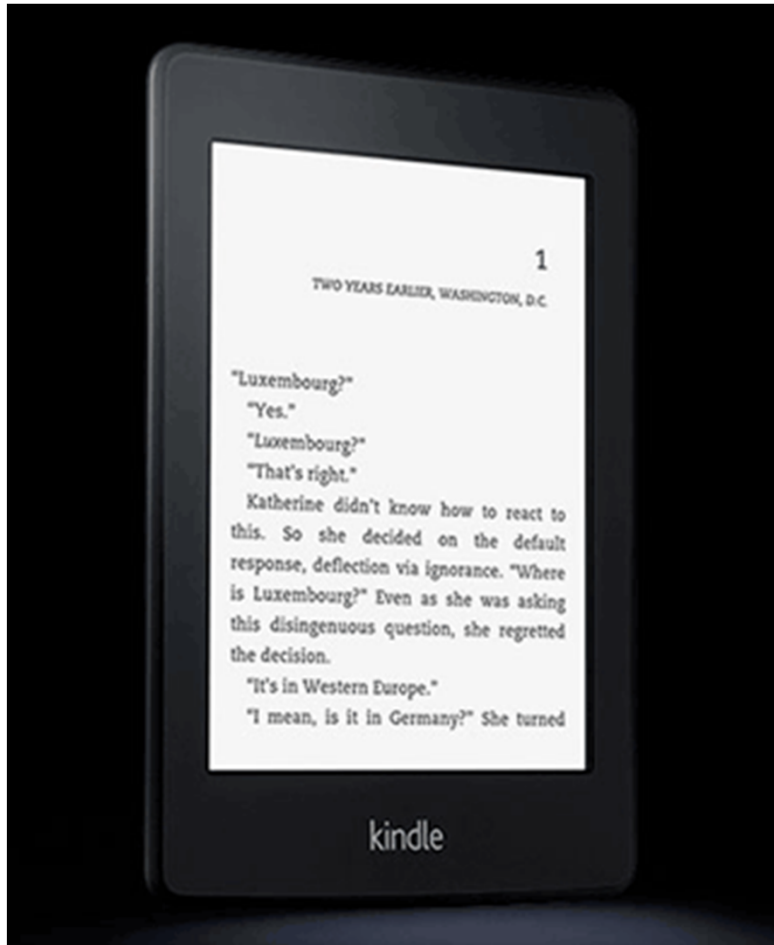
Sunlight Readable



Wide Viewing Angle



2 Product Lines



eReader Products

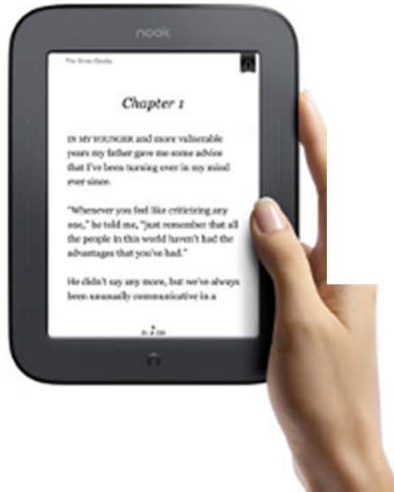
kobomini



ECTACO
eBOOK READERS & TRANSLATORS



kobo



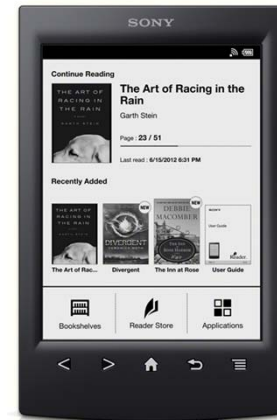
nook
by Barnes & Noble



amazon



BOOKEEN



SONY

Eink

Non-eReader Products



Best Applications for E Ink

- Power requirements have made a display unfeasible

– Novatel Wireless



- Form factor limitations have made the incorporation of a display impractical

– Lexar



CST-01

Central
Standard Timing
wanted to “re-
imagine” the
wrist watch, and
create the
world’s thinnest
watch



CENTRAL
STANDARD
TIMING

YotaPhone

Yota wanted to create a new way to access information, and save battery life, by integrating a low power E Ink display on the backside of a Smartphone



Electronic Shelf Labels



- Scratch Resistance for Industrial Applications
- Black & White + 1 color for POP



ARMOR
BEACON

Eink

Large Area Signage



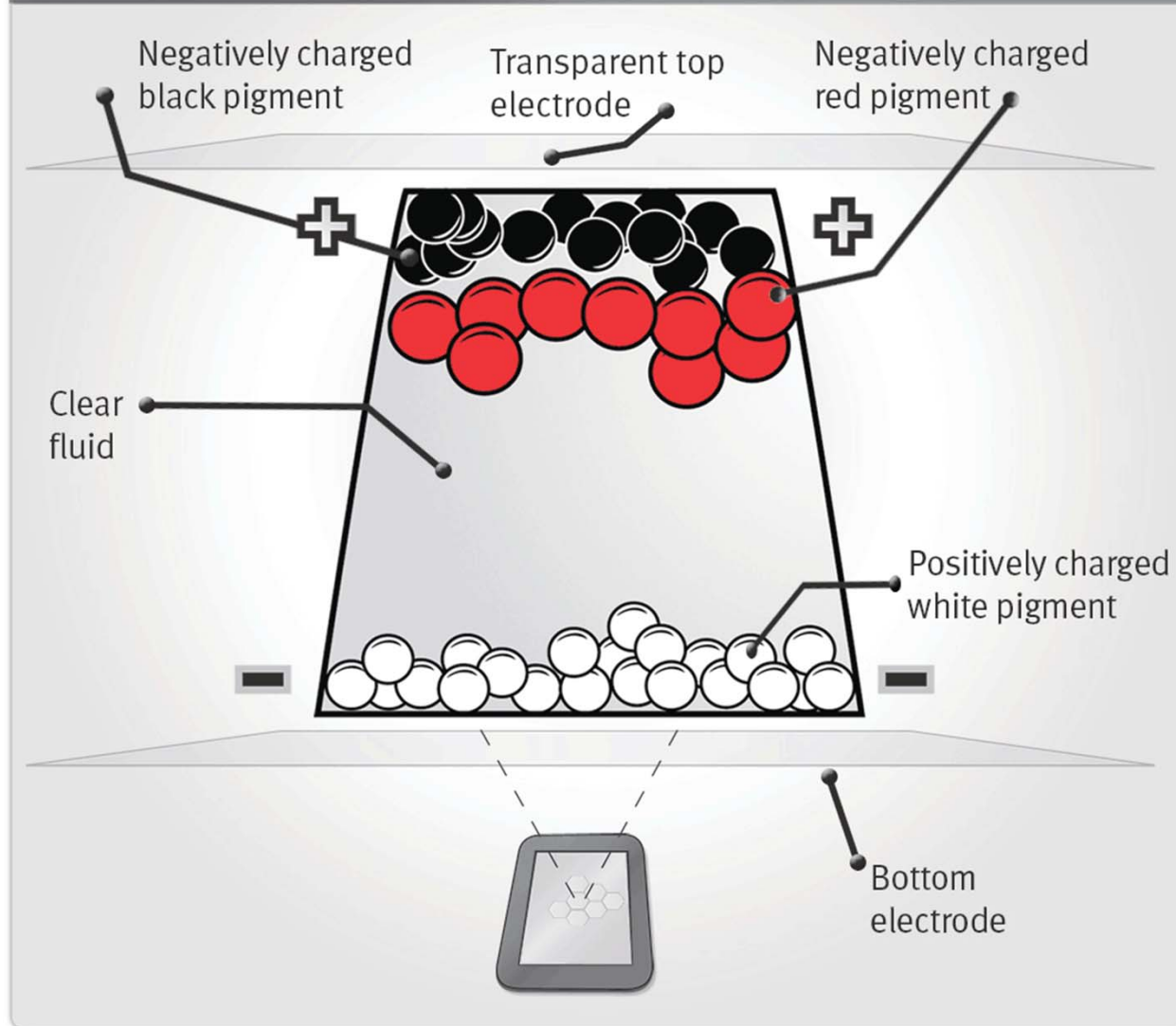
Spectra for ESL

- Three pigment system
- Black, white & red
- For ESL applications



Eink

How It Works



Eink

Aurora for ESL



- Extended operation temperature range of -25 – 60 degrees C
- For ESL applications

Mobius Display

- Flexible, plastic TFT
- Developed by Sony
- Transferred to E Ink for manufacturing
- First application – Sony Paper Product
- 13.3”
- MP in 2013



Sony Digital Paper Product



- A4 size device which can be a digital terminal for many different services. This is different than a standard eReader which just provides a reading function.
- Complete device weighs 358g and can provide up to 3 weeks of use on a single charge.
- Education prototype will be developed with 3 different universities in time for the second semester in 2013
- Sony will commercialize this in 2013.

Booth 1215



Eink See More.™

Thank You

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Source: NYT

