



Press Release

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FOR IMMEDIATE RELEASE

UNIVERSAL DISPLAY EXHIBITS NEXT-GENERATION OLED TECHNOLOGY PLATFORMS FOR HIGH-PERFORMANCE, COST-EFFECTIVE FLEXIBLE ORGANIC ELECTRONICS

Company's proprietary technologies include hybrid, single-layer encapsulation and solution-processible UniversalP²OLED technologies for the cost-effective manufacture of high-performance flexible OLED displays and lighting products

Ewing, New Jersey – May 17, 2010 – [Universal Display Corporation](#)

(NASDAQ:PANL), enabling energy-efficient displays and lighting with its UniversalPHOLED[®] technology and materials, announced today that it will unveil a set of flexible OLED lighting design prototypes and technical advances to showcase the performance of its [flexible FOLED](#), [single-layer encapsulation](#) and solution-processible [UniversalP²OLED[™]](#) technologies during [SID Display Week](#) in Los Angeles, CA. Universal Display will exhibit at booth #1212 in the Los Angeles Convention Center from May 17 - 19, 2011.

Universal Display, a pioneer of flexible OLED technologies, is responsible for a range of technology innovations that could accelerate the commercialization of flexible OLED display and lighting applications. The company and its partners have been working with the U.S. Department of Defense, through the [U.S. Army Communication Electronics Research and Development Engineering Center](#) (CERDEC) and [U.S. Army Research Laboratories](#), to develop flexible OLED displays for military applications. Recently, Universal Display and its partners delivered to the U.S. Army eight wrist-mounted

communication device prototypes designed and fabricated by L-3 Display Systems and based on a flexible OLED display using Universal Display's UniversalPHOLED technology and materials, as well as LG Display's backplanes applied to thin flexible metal foil substrates.

In addition, Universal Display and the Flexible Display Center (FDC) at Arizona State University are demonstrating a new flexible AMOLED prototype at FDC's booth #1409 at SID. The prototype uses FDC's bond/de-bond process in combination with Universal Display's all-phosphorescent OLED frontplane and thin-film encapsulation technologies.

Universal Display recently announced its proprietary, patented encapsulation technology for the packaging of flexible OLEDs and other thin-film devices, as well as for use as a barrier film for plastic substrates. Addressing a major roadblock to the successful commercialization of flexible OLEDs, the company's hybrid, single-layer approach provides barrier performance required for OLEDs using a potentially cost-effective process. In addition to accelerating the commercial viability of flexible OLEDs, the prototypes on display at SID also suggest that Universal Display's OLED technologies have the potential to provide benefit to a variety of other flexible thin-film devices, including photovoltaics and thin-film batteries (see attached photo).

The company is also reporting this week advances in its printable UniversalP²OLED technology and materials, which could drive the commercialization of innovative, cost-effective manufacturing techniques for rigid and flexible OLED display and lighting panels. OLED manufacturers continue to evaluate printable materials for direct printing and coating, including ink-jet printing, slot coating and other solution-based techniques. Universal Display's recent advances have included increased luminous efficiency and voltage reductions. In addition, recent technology development has rapidly improved operating lifetimes to put commercial viability in sight.

“We're demonstrating this week that the technologies for flexible OLED displays and lighting are accelerating toward commercial readiness,” said Steven V. Abramson,

President and Chief Executive Officer of Universal Display. “Flexible electronics are considered one of the next major disruptive technologies, and Universal Display is in a position to deliver to manufacturers a range of OLED technologies and materials to support the development of high-performance, cost-effective flexible OLED display and lighting products.”

To see how Universal Display is changing the face of the display and lighting industries with its UniversalPHOLED[®], white OLED and flexible OLED technologies, please visit the company at www.universaldisplay.com.

About Universal Display Corporation

Universal Display Corporation (Nasdaq: PANL) is a leader in developing and delivering state-of-the-art, organic light emitting device (OLED) technologies, materials and services to the display and lighting industries. Founded in 1994, the company currently owns or has exclusive, co-exclusive or sole license rights with respect to more than 1,000 issued and pending patents worldwide. Universal Display licenses its proprietary technologies, including its breakthrough high-efficiency UniversalPHOLED[®] phosphorescent OLED technology, that can enable the development of low power and eco-friendly displays and white lighting. The company also develops and offers high-quality, state-of-the-art UniversalPHOLED materials that are recognized as key ingredients in the fabrication of OLEDs with peak performance. In addition, Universal Display delivers innovative and customized solutions to its clients and partners through technology transfer, collaborative technology development and on-site training.

Based in Ewing, New Jersey, Universal Display works and partners with a network of world-class organizations, including Princeton University, the University of Southern California, the University of Michigan, and PPG Industries, Inc. The company has also established relationships with companies such as AU Optronics Corporation, Chimei Innolux Corporation, DuPont Displays, Inc., Konica Minolta Technology Center, Inc., LG Display Co., Ltd., Moser Baer Technologies Inc., Samsung Mobile Display Co, Ltd., Seiko Epson Corporation, Sony Corporation, Showa Denko K.K., and Tohoku Pioneer Corporation. To learn more about Universal Display, please visit www.universaldisplay.com.

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