



# Press Release

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**FOR IMMEDIATE RELEASE**

## **UNIVERSAL DISPLAY PRESENTS OLED TECHNOLOGY INNOVATIONS AT SID 2011 INTERNATIONAL SYMPOSIUM, SEMINAR, AND EXHIBITION**

*Major advances in company's OLED technology platforms target displays, white lighting and flexible OLEDs*

**Ewing, New Jersey — May 12, 2011** — [Universal Display Corporation](#) (NASDAQ: PANL), enabling energy-efficient displays and lighting with its [UniversalPHOLED](#)<sup>®</sup> technology and materials, today announced that it will showcase the company's latest advances in its OLED technologies and materials at the [2011 Society for Information Display \(SID\) International Symposium, Seminar, and Exhibition](#), being held from May 15 - 20, 2011. The company will report technology advances and unveil a variety of novel prototypes to demonstrate the benefits of its OLED technologies and materials for OLED displays and lighting during SID Display Week. The company will exhibit at booth #1212 from May 17 – 19 at the Los Angeles Convention Center in Los Angeles, CA.

“With momentum building for OLEDs in mobile, television and lighting applications, we’re looking forward to returning to SID’s Display Week to demonstrate the latest advances in our OLED technologies and materials,” said Steven V. Abramson, President and Chief Executive Officer of Universal Display. “Continued innovations in our UniversalPHOLED technology and materials have played a key role in giving OLEDs an important power consumption advantage. Advances in our white OLED and flexible OLED technology platforms have also accelerated the prospective commercialization of a variety of advanced display and lighting products. Display Week provides us with an excellent opportunity to demonstrate how our phosphorescent and

other proprietary OLED technologies and materials can help drive continued performance gains and cost reductions for OLED products well into the future.”

Sidney D. Rosenblatt, Universal Display’s Executive Vice President and Chief Financial Officer, will participate in the [7<sup>th</sup> Annual SID/Cowen 2011 Display Investors Conference](#) on Tuesday, May 17 at 2:00 p.m. in Room 502B. Mr. Rosenblatt will join a session titled “*Beyond Emerging Technology – Impacting the Display Industry in the Next Decade,*” which will be followed by a presentation on Universal Display.

Universal Display personnel will also participate in technical sessions during the symposium throughout the week:

- Dr. Mike Hack, Vice President and General Manager, OLED Lighting & Custom Displays and the event’s 2011 Lighting Chair, will present a paper titled “*High Efficiency Phosphorescent AMOLEDs: The Path to Long Lifetime TVs*” on Thursday, May 19 at 9:00 a.m. in Petree Hall C.
- Dr. Ruiqing Ma, Department Manager, OLED Lighting and Flexible OLED Displays, will present a paper titled “*Challenges and Opportunities in Scaling Up OLED Lighting Devices*” on Friday, May 20 at 10:00 a.m. in Room 408B.
- Dr. Peter A. Levermore, Research Scientist, will present a paper titled “*Phosphorescent OLEDs: Enabling Solid-State Lighting with Lower Temperature and Longer Lifetime*” on Friday, May 20 at 11:00 a.m. in Room 408B.

Universal Display is the recognized leader in high-performance, energy-efficient phosphorescent OLED technology and materials, as well as related OLED technologies that deliver manufacturing and device performance advantages. With a comprehensive patent portfolio and technical expertise that covers these and other OLED technologies worldwide, Universal Display licenses its state-of-the-art OLED technologies, sells its proprietary UniversalPHOLED materials, and provides customized technology development and transfer services for its OLED display and lighting customers.

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

### **About SID**

The Society for Information Display (SID) is the only professional organization focused on the display industry. In fact, by exclusively focusing on the advancement of electronic-display technology, SID provides a unique platform for industry collaboration, communication and training in all related technologies while showcasing the industry's best new products. With more than 6,000 members worldwide, the organization's members are professionals in the technical and business disciplines that relate to display research, design, manufacturing, applications, marketing and sales. To promote industry and academic technology development, while also educating consumers on the importance of displays, SID hosts more than ten conferences a year, including Display Week, which is the premier international gathering of scientists, engineers, manufacturers and users in the field of electronic information displays. For more information, visit [www.sid.org](http://www.sid.org).

### **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<sup>®</sup> 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](http://www.universaldisplay.com).

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