



Press Release

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FOR IMMEDIATE RELEASE

**UNIVERSAL DISPLAY REPORTS RECORD RESULTS FOR
WHITE PHOLED FLEXIBLE LIGHTING PANELS**

Additional all-phosphorescent white OLED lighting advances reported and demonstrated in novel OLED panel prototypes during SID Display Week 2012

Ewing, New Jersey – June 06, 2012 – [Universal Display Corporation](#) (NASDAQ: PANL), enabling energy-efficient displays and lighting with its [UniversalPHOLED](#)[®] technology and materials, will announce record-breaking performance of the company's white OLED lighting technology at the [2012 Society for Information Display \(SID\) International Symposium, Seminar, and Exhibition](#). Advances in white OLED device performance, reported for both flexible OLED and rigid glass formats, using Universal Display's all-phosphorescent OLED architecture, may accelerate the commercialization of a variety of novel white OLED products for specialty and general lighting application.

“White OLED lighting has great potential to transform the way we use and experience lighting. With our power-efficient UniversalPHOLED technology and materials, OLEDs can play a meaningful role in reducing the energy impact of lighting, and, with advances in our flexible OLED technologies, OLEDs have the potential to enable innovative design concepts with novel form factors,” said Steven V. Abramson, President and Chief Executive Officer of Universal Display. “Universal Display is uniquely positioned to help drive this transformation in lighting through our continued innovation, technology development and strong relationships with OLED lighting manufacturers and product developers.”

Universal Display will report the advances tomorrow in a paper delivered by Dr. Ruiqing Ma, titled “Flexible OLEDs for Lighting Applications.” The company is also demonstrating novel flexible and glass OLED lighting device prototypes at Booth No. 649 at the [Boston Convention and Exposition Center](#) from June 5 – 7 as part of SID’s Display Week 2012.

Believed to be a record for a flexible lighting panel, the 15 cm x 15 cm white OLED lighting panel demonstrates a power efficacy of 47 lumens per Watt (lm/W) at 1,000 candelas per square meter (cd/m^2) with an outcoupling enhancement of 1.4X. The white OLED panel, built on plastic substrate using the company’s novel single-layer barrier technology and highly-efficient UniversalPHOLED technology and materials, operates at a color rendering index (CRI) of 83 and a correlated color temperature (CCT) of 3470K. This advance is a significant milestone toward the commercialization of thin, lightweight, rugged and flexible white OLED lighting.

Dr. Ma will also report advances in white OLED panel performance on glass substrates. Based on enhancements in materials and panel design, the 15 cm x 15 cm all-phosphorescent white OLED panel, with a CRI of 85 and CCT of 3030K, demonstrates 70 lm/W and an operating lifetime of 30,000 hours (to 70% of an initial luminance of 1,000 cd/m^2) with an outcoupling enhancement of 1.75X.

The U.S. DOE has estimated that solid-state lighting, including OLED lighting, could lead to a 50 percent reduction in energy use for lighting by 2030, or enough electricity to power more than 24 million homes in the U.S. Recent advances in OLED lighting, including those made by Universal Display, now allow OLEDs to meet a variety of niche lighting performance targets and to demonstrate the potential for OLEDs to achieve general lighting targets established by the U.S. Department of Energy. Universal Display’s phosphorescent OLED technology and materials offer up to a four-to-one power advantage over other OLED technologies, resulting in record energy-efficient OLEDs. In addition, OLED lighting may enable a range of exciting new product concepts with innovative form factors, transparency and flexibility.

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 diode (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 1,400 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., Lumiotec, Inc., Moser Baer Technologies Inc., Panasonic Idemitsu OLED Lighting Co., Pioneer Corporation, 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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