



Press Release

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FOR IMMEDIATE RELEASE**UNIVERSAL DISPLAY CORPORATION TO DEMONSTRATE OLED TECHNOLOGIES AND MATERIALS INNOVATIONS AT DISPLAY WEEK 2012**

Company to exhibit and present recent advances in phosphorescent OLED technologies and materials for OLED displays, energy-efficient white lighting, and flexible OLEDs

EWING, N.J.—May 30, 2012—[Universal Display Corporation](#) (NASDAQ:

PANL), enabling energy-efficient displays and lighting with its [UniversalPHOLED[®]](#) technology and materials, today announced that it will showcase the company's latest advances in its OLED technologies and materials at the [2012 Society for Information Display \(SID\) International Symposium, Seminar, and Exhibition](#), being held from June 3-8, 2012. The company will report technology and materials innovations, as well as exhibit a variety of prototypes and concept devices to demonstrate the benefits of its OLED technologies and high-performance UniversalPHOLED materials during SID Display Week 2012. The company will exhibit at Booth No. 649 from June 5-7 at the [Boston Convention and Exposition Center](#).

“In a year when OLED technology is taking center stage in the display market, SID Display Week presents a spectacular forum for witnessing the innovation that OLEDs have enabled in display and lighting applications,” said Steven V. Abramson, President and Chief Executive Officer of Universal Display. “Continued advances in our proprietary UniversalPHOLED technology and materials have played a key role in making OLEDs extremely well suited for electronic displays and solid-state white lighting. We are eager to demonstrate device performance and power consumption advantages made possible with our phosphorescent OLED technology. Further, our white OLED lighting and flexible OLED technology platforms have accelerated the prospective commercialization of a variety of advanced display and lighting

products.”

Dr. Mike Hack, Universal Display’s GM, OLED Lighting & Custom Displays of Universal Display, will co-lead one of Display Week’s short courses on Sunday, June 3 from 9:00 a.m. to 1:00 p.m. Titled “[Fundamentals of OLED Lighting Technology](#),” the session will be held in Room 102.

Dr. Hack will then present as part of [The Business Conference at Display Week 2012](#) on Monday, June 4 during the Display Executive Keynote Session from 8:45 a.m. to 10:50 a.m.

Dr. Ruiqing Ma will speak as part of a Monday Seminar focused on [flexible display technologies](#) on Monday, June 4 from 8:30 to 10:00 a.m. in Room 102. His presentation will include an update on the current and developing state of operation principles, unique properties, potential applications, and future R&D trends for reflective and emissive displays.

Sidney D. Rosenblatt, Universal Display’s Executive Vice President and Chief Financial Officer, will participate in the [8th Annual SID/Cowen 2012 Display Investors Conference](#) on Tuesday, June 5 from 1:50 to 2:40 p.m. Mr. Rosenblatt will join a session titled “From Emerging Technology to Market Adoption—Paths to Commercial Success,” which will be followed by a Q&A session.

Universal Display personnel will also participate in [technical sessions](#) during the symposium throughout the week:

- Dr. Woo-Young So, co-authored by Michael S. Weaver, and Julie J. Brown, will present a paper titled “Power-Efficient RGBW AMOLED Displays Incorporating Color-Down-Conversion Layers” on Wednesday, June 6 from 9:40 to 10:00 a.m. in Ballroom East.
- Dr. Michael Weaver, co-authored by Xin Xu, Vadim Adamovich, Bin Ma, Alan DeAngelis, Sean Xia, and Julie J. Brown will present a paper titled “Efficient Phosphorescent OLEDs for Warm-White and Cool-White Lighting Applications” on Thursday, June 7 from 11:20 to 11:40 a.m. in Ballroom East.

- Dr. Ruiqing Ma, co-authored by Emory Krall, Jason Paynter, Mike Hack, and Julie J. Brown, will present a paper titled “Flexible OLEDs for Lighting Applications” on Thursday, June 7 from 3:10 to 3:30 p.m. in Ballroom East.

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[®], white OLED and flexible OLED technologies, please visit the company at www.universaldisplay.com.

About SID

Celebrating its 50th anniversary, 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 10 conferences a year, including Display Week, which brings industry and academia all under one roof to showcase technology that will shape the future. For more information, visit 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 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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