

**SPECIAL ADVERTISING SECTION: COMPANIES ON DISPLAY**

**Qualcomm MEMS Technologies, Inc. (QMT)**

Qualcomm MEMS Technologies, Inc. (QMT), an early member of the Society for Information Display, has developed the industry's first ultrasonic MEMS display for mobile devices—enabling—its innovative technology that offers the power consumption and superior reliability to virtually any environment conditions, including bright sunlight.

**Qualcomm MEMS Technology**

QMT's MEMS display is a liquid crystal display (LCD) that uses a thin layer of liquid crystal to create a display. The display is made of a thin layer of liquid crystal that is sandwiched between two glass substrates. The display is made of a thin layer of liquid crystal that is sandwiched between two glass substrates. The display is made of a thin layer of liquid crystal that is sandwiched between two glass substrates.

**QMT MEMS Technology**

QMT MEMS Technology is a leading provider of MEMS display technology for mobile devices. QMT MEMS Technology is a leading provider of MEMS display technology for mobile devices. QMT MEMS Technology is a leading provider of MEMS display technology for mobile devices.

## Your Ad Here

## Special Advertising Sections

### Company Profiles

Three times in 2009 (April, Show Issue and October), our special **Company Profiles** advertising section will give you the chance to go into detail about your company, its products and services. On the page opposite your full-page ad, we will put together for you a compelling, attractive company profile that will explain what your company is all about to the most qualified readership in the display industry. All you have to do is supply us with text, photos and logos, and we'll compose the entire page for you. Don't miss this chance to get the word out about your company! Call our sales team for pricing.

### Product Showcase

A golden opportunity for both new and current advertisers to introduce your company's products to the readers of *Information Display*. Each 1/8 page, 4-color, standard-format ad will include a 4-color image and a 50-word description of your product. This is a terrific value at just \$600 gross per advertisement. These special sections are scheduled to run in the January, July and December 2009 issues of *ID*.

### In Every Issue

In addition to our top-notch feature stories, here is what you can expect each month in *Information Display*:

### Industry News:

Stay updated on all phases of the display industry.

### The Business of Displays:

This monthly department will illustrate how factors both within and outside the industry affect all phases of the business, highlighting paradigm shifts in displays that will impact the entire industry for years to come.

### Short Subjects:

Display experts share their perspectives on various segments of the business.

### JSID Preview:

Get a free preview of the papers appearing in that month's prestigious Journal of the SID.

### SID News:

Highlighting the latest news from SID events and chapters around the world.

## How to Contribute to ID

*ID* welcomes your contributions and story ideas. Please send all press releases, article proposals and correspondence to:

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Managing Editor

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**PRODUCT SHOWCASE**  
SPECIAL ADVERTISING SECTION

**MicroTouch™ Displays**  
Signal Touch Technology (SST)

MicroTouch™ displays are the most advanced in the world. They are made of a thin layer of liquid crystal that is sandwiched between two glass substrates. The display is made of a thin layer of liquid crystal that is sandwiched between two glass substrates.

**Holographic Diffuser Solutions**

Holographic diffuser solutions are used to create a uniform, bright display. They are made of a thin layer of liquid crystal that is sandwiched between two glass substrates. The display is made of a thin layer of liquid crystal that is sandwiched between two glass substrates.

**Full Interactive Touch Capability for OEMs**

Full interactive touch capability for OEMs is a leading provider of MEMS display technology for mobile devices. QMT MEMS Technology is a leading provider of MEMS display technology for mobile devices.

**Etch TracSystems**

Etch TracSystems is a leading provider of MEMS display technology for mobile devices. QMT MEMS Technology is a leading provider of MEMS display technology for mobile devices.

**Flat Panel Display Solutions LLC**

Flat panel display solutions are used to create a uniform, bright display. They are made of a thin layer of liquid crystal that is sandwiched between two glass substrates. The display is made of a thin layer of liquid crystal that is sandwiched between two glass substrates.

**Laser Patterning and ED Marking Services**

Laser patterning and ED marking services are used to create a uniform, bright display. They are made of a thin layer of liquid crystal that is sandwiched between two glass substrates. The display is made of a thin layer of liquid crystal that is sandwiched between two glass substrates.

## Editorial Excellence

Eleven times a year, *Information Display* delivers the latest display-related articles to the industry's most qualified readership base. In 2009, *ID* will introduce several exciting advertising opportunities to complement our unmatched editorial coverage and to help maximize your advertising investment.

### Component Focus & Application Focus:

As the display industry continues to become more complex, *Information Display* will focus most months on either a key display component or display application. This new department will drill down even deeper into singular areas that are vital to both display engineers as well as OEMs.

Issue	Component Focus	Application Focus
January	LCD Backlights	
February		Digital Signage & In-Store Displays
March		
April		HDTVs (LCD, Plasma, RPTV)
Display Week Show Issue	Lamps & Light Engines	
July		Projection Displays
August	Films & Color Filters	
September		Medical Displays
October	Touch Panels	
November		Avionics & Military Displays
December	Backplanes & Substrates	

## New Issue Themes for 2009

In our continuing effort to cover the most up-to-date technology for the display market, we are introducing several new themes for the 2009 calendar. These include:

- ✓ **LEDs (February)**
- ✓ **Ultra Low Power Displays (March)**
- ✓ **Display Manufacturing (December)**



## 2009 Editorial Calendar

Issue	Issue Theme	Technology Focus Areas	Features & Departments	Special Advertising Sections
<b>January</b> Ad Closing: 12/14/08 Materials Due: 12/21/08	<b>Display Metrology</b>	<ul style="list-style-type: none"> <li>■ Standards</li> <li>■ Measurement &amp; Equipment</li> <li>■ Instrumentation</li> <li>■ Color/Vision Science</li> <li>■ Image Quality</li> </ul>	<ul style="list-style-type: none"> <li>■ <b>Component Focus:</b> LCD Backlights</li> <li>■ The Business of Displays</li> </ul>	
<b>February</b> Ad Closing: 01/12/09 Materials Due: 01/19/09	<b>LEDs</b>	<ul style="list-style-type: none"> <li>■ Luminous Efficiency</li> <li>■ Lifetime</li> <li>■ Color Space Expansion</li> <li>■ Novel Structures &amp; Technologies</li> <li>■ Methods of Fabrication</li> <li>■ Backlighting</li> </ul>	<ul style="list-style-type: none"> <li>■ Display Week 2009 Travel Guide: San Antonio</li> <li>■ <b>Application Focus:</b> Digital Signage &amp; In-Store Displays</li> <li>■ The Business of Displays</li> </ul>	<ul style="list-style-type: none"> <li>■ Product Showcase</li> </ul>
<b>March</b> Ad Closing: 02/12/09 Materials Due: 02/19/09	<b>Ultra Low Power Displays</b>	<ul style="list-style-type: none"> <li>■ E-Paper</li> <li>■ Environmental Responsibility</li> <li>■ Higher Luminous Efficiency</li> <li>■ Novel Technologies</li> <li>■ Backlight Innovations</li> <li>■ Novel Driving Schemes</li> </ul>	<ul style="list-style-type: none"> <li>■ <b>Display Week 2009 First Look</b></li> <li>■ <b>2009 CES Review</b></li> <li>■ The Business of Displays</li> </ul>	
<b>April</b> Ad Closing: 03/12/09 Materials Due: 03/19/09 Bonus Distribution: Display Week 2009	<b>Display Week 2009 Preview</b>	<ul style="list-style-type: none"> <li>■ Why You Should Attend Display Week 2009</li> <li>■ Display Week 2009 Program Preview</li> <li>■ 2009 SID Honors &amp; Awards</li> </ul>	<ul style="list-style-type: none"> <li>■ <b>Application Focus:</b> HDTVs (LCD, Plasma, OLED, RPTV)</li> <li>■ The Business of Displays</li> </ul>	<ul style="list-style-type: none"> <li>■ Company Profiles</li> </ul>
<b>Display Week 2009 Show Issue</b> Ad Closing: 04/12/09 Materials Due: 04/19/09 Bonus Distribution: Display Week 2009	<b>Display Week 2009 Show Issue</b>	<ul style="list-style-type: none"> <li>■ Novel &amp; Emerging Display Technologies</li> <li>■ Display Supply Chain</li> </ul>	<ul style="list-style-type: none"> <li>■ Industry Overview and Forecast</li> <li>■ Products on Display</li> <li>■ 2009 Display of the Year Awards</li> <li>■ <b>Component Focus:</b> Lamps &amp; Light Engines</li> <li>■ The Business of Displays</li> </ul>	<ul style="list-style-type: none"> <li>■ Company Profiles</li> </ul>
<b>July</b> Ad Closing: 06/12/09 Materials Due: 06/19/09	<b>3-D Display Development</b>	<ul style="list-style-type: none"> <li>■ Stereoscopic/Autostereoscopic</li> <li>■ Volume Projection</li> <li>■ Holographics</li> <li>■ Content Creation for 3-D Systems</li> <li>■ 3-D Visual Science</li> </ul>	<ul style="list-style-type: none"> <li>■ <b>Application Focus:</b> Projection Displays</li> <li>■ The Business of Displays</li> </ul>	<ul style="list-style-type: none"> <li>■ Product Showcase</li> </ul>
<b>August</b> Ad Closing: 07/12/09 Materials Due: 07/19/09 Bonus Distribution: IDRC 2009 FPD International	<b>Industry Directory Display Week 2009 Review</b>	<ul style="list-style-type: none"> <li>■ Display Week 2009 Review</li> <li>■ 2009 Industry Directory</li> </ul>	<ul style="list-style-type: none"> <li>■ <b>Component Focus:</b> Films &amp; Color Filters</li> <li>■ The Business of Displays</li> </ul>	
<b>September</b> Ad Closing: 08/13/09 Materials Due: 08/20/09	<b>OLED Displays</b>	<ul style="list-style-type: none"> <li>■ Substrates</li> <li>■ Luminous Efficiency</li> <li>■ Lifetime Gains</li> <li>■ RGB vs. RGBW</li> <li>■ OLED HDTV</li> </ul>	<ul style="list-style-type: none"> <li>■ <b>Application Focus:</b> Medical Displays</li> <li>■ The Business of Displays</li> </ul>	
<b>October</b> Ad Closing: 09/12/09 Materials Due: 09/19/09 Bonus Distribution: SID Mobile Displays Conference	<b>Displays for Mobile and Handheld Devices</b>	<ul style="list-style-type: none"> <li>■ Flexible Displays</li> <li>■ Transflective Technology</li> <li>■ Power Management</li> <li>■ Image Enhancement</li> <li>■ Sunlight Readability</li> </ul>	<ul style="list-style-type: none"> <li>■ <b>Component Focus:</b> Touch Panels</li> <li>■ The Business of Displays</li> </ul>	<ul style="list-style-type: none"> <li>■ Company Profiles</li> </ul>
<b>November</b> Ad Closing: 10/12/09 Materials Due: 10/19/09	<b>LCDs</b>	<ul style="list-style-type: none"> <li>■ Ultra-Thin LCDs</li> <li>■ High Dynamic Range Backlights</li> <li>■ Bistable Technologies</li> <li>■ Novel &amp; Innovative LC Structures</li> <li>■ Active Matrix Enhancements</li> </ul>	<ul style="list-style-type: none"> <li>■ <b>Application Focus:</b> Avionics &amp; Military Displays</li> <li>■ The Business of Displays</li> </ul>	
<b>December</b> Ad Closing: 11/12/09 Materials Due: 11/19/09	<b>Display Manufacturing</b>	<ul style="list-style-type: none"> <li>■ Equipment Supply &amp; Technology</li> <li>■ Yield Efficiencies</li> <li>■ OLED &amp; LCD Fabrication</li> <li>■ Big Glass</li> <li>■ Substrate Handling</li> </ul>	<ul style="list-style-type: none"> <li>■ <b>Component Focus:</b> Backplanes &amp; Substrates</li> <li>■ The Business of Displays</li> </ul>	<ul style="list-style-type: none"> <li>■ Product Showcase</li> </ul>