



Roll to Roll Manufacturing of Flexible Displays



Four Market-ready Growth Drivers

- The no-power, flexible attributes of Reflex LCDs ideally position Kent Displays for exponential growth in non-traditional display applications
 - Direct to consumer products will seed markets
 - Boogie Board LCD Writing Tablet launched January 2010
 - Electronic skins consumer product, Skin Flik iPod case, will launch June 2011
 - eCard product in development, launch date TBD
 - OEM applications will produce greatest revenue

Color eReader Displays



eCard Displays



Established Markets



Electronic Skins (eSkins)

New Markets

Writing Tablets (eTablets)



Reflex LCD Writing Tablets

Unique features

- Variable pressure (Different stroke weights)
- No consumables (paper, pen, or pencils)
- Sold to Consumers Directly and OEMs
- OEM: curve/cut to integrate into other products

Value

- Consumer
 - Significantly lower price point, superior writing experience, ease of use compared to competitive electronic notepads
 - Long life (tested to 50,000 erase cycles)
 - Environmentally-friendly
- Product Manufacturer (OEM apps)
 - Allows design flexibility
 - Increases product differentiation



Reflex LCD Electronic Skins

Unique feature

- Adds *dynamic* color-changing capabilities to device and after-market cases
 - New medium for exhibiting personal style
 - Enhances visual appeal/interest of device back

Value

- Consumer
 - Change look of case without additional purchase (other color cases, stickers, beads)
- Device/Case Manufacturer
 - Creates paradigm shift in product differentiation
 - Generates incremental revenue and increases market size

