

IGNIS Innovation to unveil its MaxLife™ AMOLED demo at SID 2009

Compensation of both OLED and TFT produces the most stable and uniform backplane for HDTV and Monitors

SAN ANTONIO, TEXAS — May 31, 2009 — IGNIS Innovation Inc., a world leader in the design and development of thin film transistor circuits and driving algorithms for Active Matrix Organic Light Emitting Diodes (AMOLED), will unveil a prototype display using its world leading backplane technology called MaxLife™ at the Society for Information Display, Display Week Conference and Exhibition, from June 2-4, 2009, in San Antonio, TX, USA. The MaxLife™ solution compensates not only for the thin film transistor (TFT), but also for OLED degradation as well, making it the most uniform and reliable backplane demonstrated for AMOLED displays. IGNIS will show its prototype of a cutout of a 32" 1080p HDTV, with an operating device lifetime of 75,000 hrs and no image burn-in over that period, which is equivalent to 20 years when watching for 10hrs/day.

“The growth of the AMOLED industry has been constrained due to the technological hurdles associated with achieving a truly reliable, uniform and scalable TFT backplane. Our MaxLife™ platform now enables our customers, the display manufacturers, to accelerate their market introduction of large, visually stunning and affordable AMOLED HDTVs and other large area applications in the very near future”, said Paul Arsenault, President and CEO of IGNIS.

“Because our technology is based on electrical feedback only, this means we don’t use expensive and unreliable components such as a photodiode to achieve compensation. Best of all, MaxLife™ technology can be used with any OLED material type (small molecule or polymer) and any kind of TFT (LTPS, amorphous silicon, etc)”, added Corbin Church, Vice President. “We will show our demo using an amorphous silicon backplane, which will be designed to scale up to Generation 10 size while enjoying high reliability and low unit manufacturing costs”

IGNIS will display its leading MaxLife™ technology at its booth (#270), together with other display prototypes such as a 2.2" QVGA using its AdMo™ (Advanced Mobile) compensating technology for mobile devices.

Contact details for IGNIS are as follows:

Contact: Feng Li

Telephone: +1 514-396-3588 x209

Email: fli@ignis.ca

Address: 1010 Sherbrooke St. W, Suite 202, Montreal, Quebec, H3A 2R7, Canada

About IGNIS:

Established in 2000, IGNIS Innovation Inc. has become the industry’s leading independent one-stop, open-source provider for backplane and driver solutions in the growing Active Matrix Organic Light Emitting Diode (AMOLED) market. Leveraging more than 10 years of ongoing research and development, IGNIS specializes in providing our customers with proven, world class technologies in the areas of pixel circuits and driver packages for any display application.