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Media Contact:
Erica Beaudry
Ph: 602.687.7745
erica@impress-pr.com

Arizona State University Taps Impress Public Relations to Support Flexible Display Center

PHOENIX — October 27, 2008 — Impress Public Relations, Inc., an international B2B agency, has been named agency of record for the [Flexible Display Center](#) at Arizona State University ("FDC"). The FDC is a partnership of ASU, the U.S. Army and private industry for the purpose of advancing development and commercialization of flexible display technologies. Impress will be involved in helping raise awareness of the FDC within government, academic and industry circles and the broader public.

Unique among the Army's University centers, the FDC was formed through a 10-year cooperative agreement with Arizona State University in 2004. This adaptable agreement has enabled the FDC to create and implement a proven collaborative partnership model with over 20 engaged industry members, and to successfully deploy world class wafer-scale R&D and GEN-II display-scale pilot production lines for rapid flexible display technology development and manufacturing supply chain commercialization.

"Together with our partners, we have achieved considerable success in a few short years, creating a strong development and commercialization platform for flexible display technologies," said Dr. Gregory Raupp, FDC Director. "From this foundation of strength, and with the emerging flexible electronics industry poised for exceptional growth, we are approaching a critical stage in the evolution of the FDC."

Much of the FDC's success is due to the strong collaboration between academia, the U.S. Army and industry partners, which include some of the world's leading providers of technology, materials and process equipment necessary to develop advanced flexible displays.

"Arizona State University, the U.S. Army and our industry partners are committed to ensuring that the FDC is recognized as the nation's leading development center for flexible displays and electronics, and a global center of excellence that will continue to attract industry collaborators," said Stephen Goodnick, Associate Vice President for



Research and Economic Affairs at Arizona State University. "Our relationship with Impress marks the first time that ASU has engaged an outside public relations firm, and we have done so because of Impress' deep industry knowledge and strong media relationships."

"The FDC, together with its growing number of partners, is playing a critical role in the development and commercialization of advanced flexible display technologies and a flexible electronics ecosystem," said Martijn Pierik, CEO of Impress. "We are honored to have been chosen by ASU to help the FDC achieve greater recognition for its groundbreaking work, which will lead to additional and expanded strategic partnerships to further advance the technology development."

About the FDC

The Flexible Display Center at Arizona State University is a university-government-industry partnership whose mission is to advance full-color, video rate, flexible display technology and catalyze development of a vibrant flexible display and flexible electronics industry. In execution of this mission, the FDC will collaborate with government, academia and industry to provide comprehensive flexible electronics capabilities that bridge the high risk, resource intensive gap between innovation and product development in an information-secure environment for process, tool, and materials co-development and evaluation. Central to our mission is integrating the concept of sustainable microelectronics processing into all FDC activities. The FDC operates a world-class, 250,000 square foot facility in ASU Research Park, Tempe, AZ, which includes a one-of-a-kind GEN II Pilot Line used for technology development and demonstrator production.

About Impress Public Relations

Impress Public Relations is an integrated B2B marketing communications agency specializing in micro- and nanoelectronics, photovoltaics, electronic chemicals and life sciences. The company is headquartered in Phoenix, Ariz., with offices in San Francisco, the Pacific Northwest, New England and the United Kingdom, plus global partners in Korea and Japan. Impress executives combine more than 100 years of experience in high-tech public relations, journalism, publishing and financial communications. The agency's mission is to use its broad service offering to shape perceptions and create positive lasting impressions. For more information, please visit www.impress-pr.com or contact Jeff Luth at 602.374.4277 or jeff@impress-pr.com.