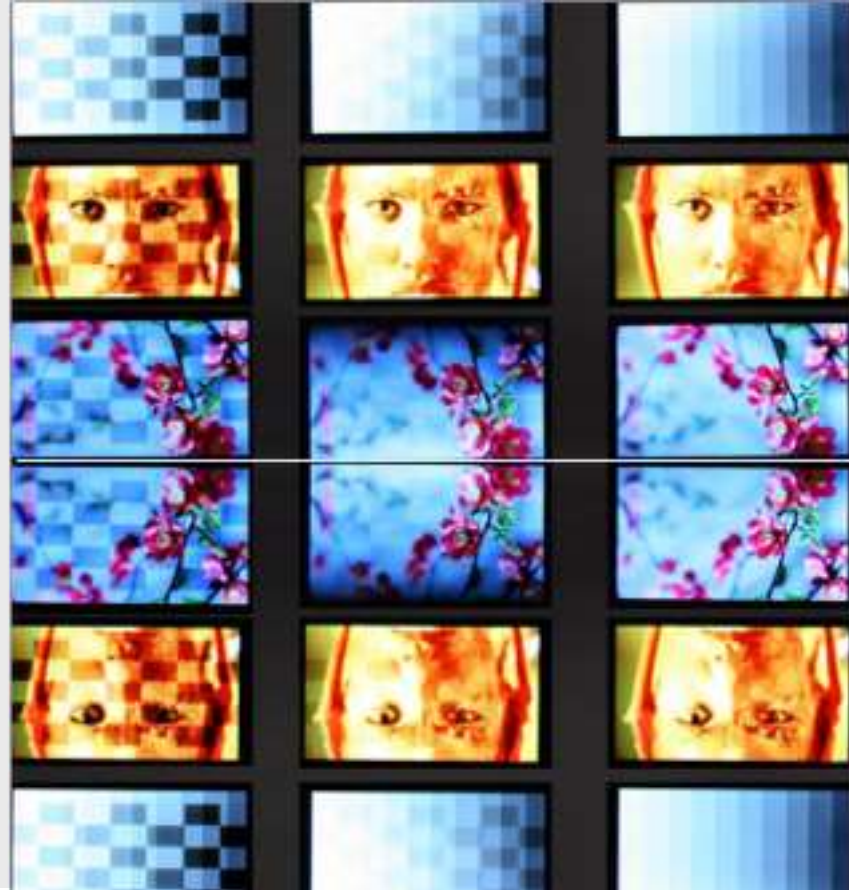


IGNIS Innovation

IGNIS Value Proposition for
AMOLED Displays

August 2015



1

The only viable solution for IT & automotive displays

2

The only viable solution for high dynamic range (HDR) displays

3

The only viable solution for TV

4

The only viable solution for printing

5

A proven high yield solution



Max | Life™

IT Display

Enabling the biggest form factor change in the industry



Visible Burn-In

Photo of a Tablet at an Electronic Store



More static image —> more OLED burn-in

Solved by IGNIS

More white content —> shorter lifetime

Solved by IGNIS

More localized temperature —> quality issue

Solved by IGNIS

More white content —> higher power

Solved by IGNIS



Max | Life™

HDR

(High dynamic range)

Matching human vision and offering lifelike images

High brightness → faster OLED burn-in

Solved by IGNIS

High brightness → more localized thermal

Solved by IGNIS

More colour depth → more bit depth

Solved by IGNIS

COST → high yield & simple system

Solved by IGNIS



Max | Life™

Printing

Lowest cost solution for making a display!

Low quality material → short lifetime

Solved by IGNIS

Low quality material → oled burn-in

Solved by IGNIS

Printing non-uniformity → quality issue

Solved by IGNIS

Printing quality control → quality issue

Solved by IGNIS



Max | Life™

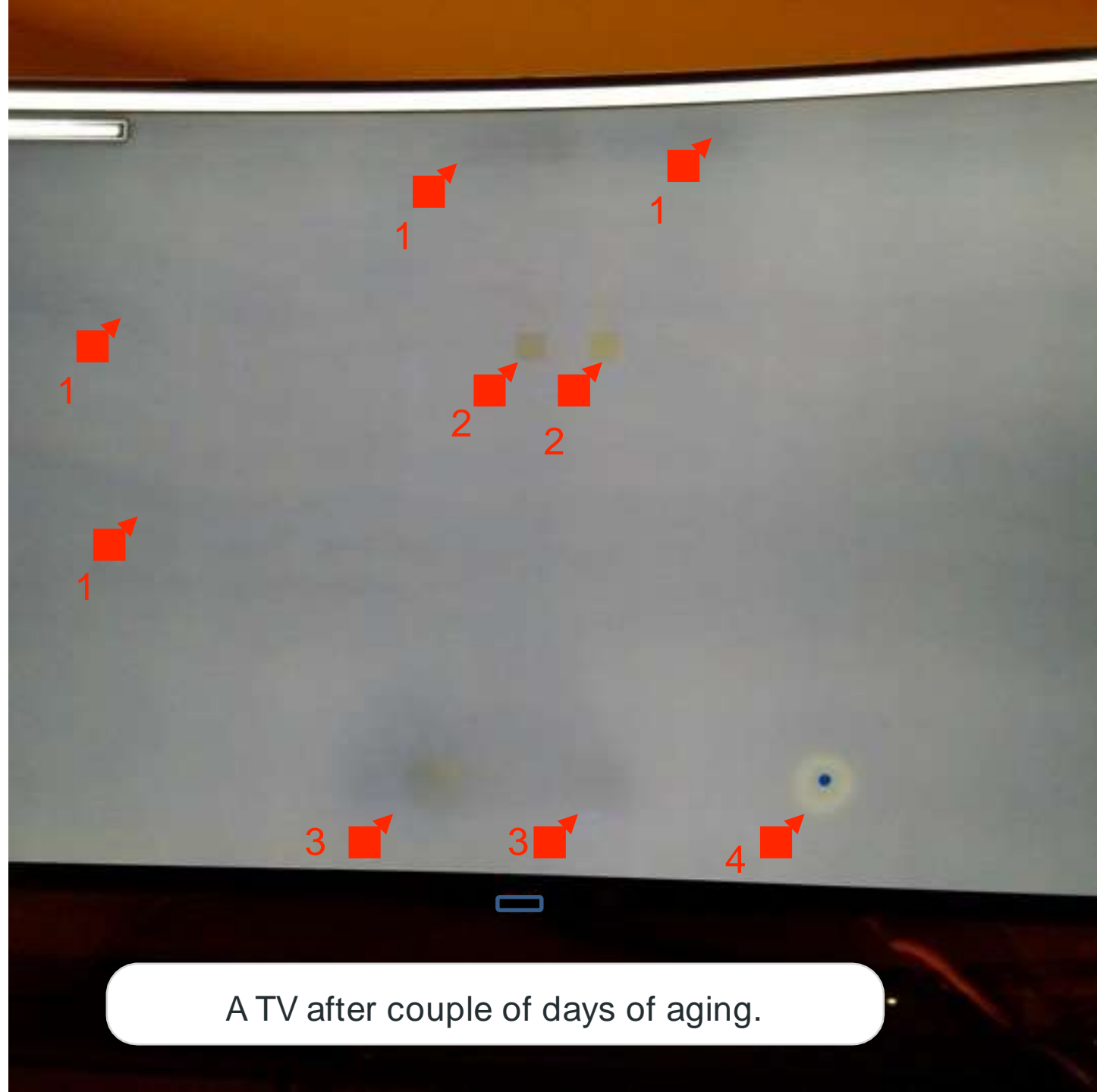
TV

1: initial non-uniformity
(lots of non-uniformities)

2: Image burn-in
(static images)

3: Image burn-in at 40C
(high brightness contents)

4: Light effect at 60C*
(Sun or light shining at the TV)



A TV after couple of days of aging.

Longer expected lifetime —> OLED aging

Solved by IGNIS

Logos and sports —> OLED burn-in

Solved by IGNIS

Large size —> localized thermal effects

Solved by IGNIS

Large size —> low yield and hard to repair

Solved by IGNIS



Max | Life™

IGNIS is working with OEMs (TV, IT, etc vendors) and Display makers

OEMs Using IGNIS Solution Will Offer:

1

Superior AMOLED TV compared to Existing AMOLED TV

2

Lower cost AMOLED TV compared to Existing AMOLED TV

3

Real HDR TV compared to Existing AMOLED TV

4

IT AMOLED products

Display Fab Working with IGNIS Will Benefit from:

1

Lower-cost higher-margin displays

2

Superior AMOLED displays

3

Wide range of display products and features

4

Faster path for printing displays



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