

## Press Release



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German  
Flat Panel Display Forum

## DFF strengthening German companies

### 3D, Touch-Technologies and solid state body lighting continue to be trends

**Frankfurt / Los Angeles, May 12, 2011 – This is year 8 for a DFF-initiated German Pavilion at the SID Display Week in Los Angeles.**

At the SID Display Week, the leading conference and show for the display industry, which takes place in Los Angeles, CA, from May 17 – May 19, 2011, the German Flat Panel Display Forum (DFF) presents 16 exhibitors from Germany. It is the eighth year in a row that the DFF organizes the German Pavilion together with the Association of the German Trade Fair Industry (AUMA) and the Federal Ministry of Economics and Technology (BMWi).

Robert Isele, BMW AG and DFF-Chairman 'Applications': "With this year's German Pavilion DFF continues its successful work of previous years. It definitely is a highlight to effectively support the DFF members every year to participate in the world's biggest display show. Especially small and medium-sized companies get the chance to attractively present themselves at a reasonable price."

At the SID international exhibitors represent the entire value added chain of the display industry and show the latest developments and technologies. This year's main topics are 3D, touch-technologies, flexible displays and solid state body lighting. With its topic "Green Manufacturing", the SID reflects the ecological consciousness of the industry.

The German Pavilion gathers 12 exhibiting companies under one roof. Four more members of the DFF, like Merck as the worldwide leading manufacturer of liquid crystals, are represented with their own booths. A total of 22 German companies shows that they can very well compete on the international market and that there is a considerable worldwide demand for their products. "Made in Germany" is still a synonym for quality, innovation and know-how. The range of exhibitors covers research institutes as Saarland University and Fraunhofer Institutes, material manufacturers and equipment manufacturers as Flabeg and Aixtron as well as system integrators. Innovative, young start-up companies like adt Deutschland and Sim4Tec are represented as well as established companies like Von Ardenne Anlagentechnik and Springer-Verlag.

The German Engineering Federation  
VDMA

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One highlight at the German Pavilion is shown by the company Novaled: a light sculpture formed as a palm frond to show how new OLED technology can be used to design innovative lighting products.

PolyIC shows new applications which arise from the combination of classic touch technologies and organic electronics: innovative printed structures on flexible films as a versatile, cost effective and resource-saving alternative to standard technology.

The Fraunhofer Heinrich-Hertz Institute shows its recent developments in 3D technology where the user does not have to wear special glasses any longer.

You can find the German Pavilion at booth no. 1019 und 927 in the Exhibition Hall West at the Los Angeles Convention Center. Besides the exhibition SID Display Week offers a unique first-class international symposium and accompanying seminars from May 15 to May 20.

Further information can be found under [www.sid.german-pavilion.com](http://www.sid.german-pavilion.com).

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Please ask for the extensive press kit or check [www.press.displayforum.de/](http://www.press.displayforum.de/). We can supply you with photos after May 17.

#### **About DFF – German Flat Panel Display Forum:**

DFF – the German Flat Panel Display Forum – is the industry-led association of European FPD industry currently representing 62 companies and research institutes worldwide. Its members, material and component suppliers, equipment manufacturers, display manufacturers, system integrators, end users, and research institutes, are active along the whole FPD value chain. DFF strives to strengthen the European FPD industry. To this end, DFF offers various services to its members: effective platform for collaboration and networking, independent source of advice and information on FPD technology and markets, further education and training courses tailored to industry professionals, promotion of the FPD industry through education and training courses tailored to industry professionals, promotion of the FPD industry through joint publications and joint exhibition booths at international trade shows and lobbying of politics and the public.

Further information can be found here: [www.displayforum.de](http://www.displayforum.de)