



PRESS RELEASE

FOR IMMEDIATE RELEASE

Kent Displays Showcases Industry Leadership at SID Display Week

LOS ANGELES, CA (May 22, 2017) – Kent Displays Inc., the makers of Boogie Board® eWriters, is presenting two new technologies in flexible displays at this week's Society for Information Displays (SID) Display Week event. The company will also take the stage among industry leaders as a panelist in SID's Chief Marketing Officer (CMO) Forum.

"We're proud to once again showcase the breakthroughs our incredible Kent Displays team contributes to the global flexible display industry," says Dr. Albert Green, CEO. "As a U.S.-based liquid crystal display manufacturer, SID Display Week allows us to highlight not only our achievements in research and development, but also American high-technology manufacturing as a whole."

At the international symposium, the Kent, Ohio-based company will hold sessions that showcase its developments in both technology and business:

- **eWriter with Select Erase Functionality**

Session 38.2: *Wednesday, May 24, 3:50 PM, Room 515A*

Presented by Clinton Braganza, PhD, on behalf of Kent Displays, Inc.; Mark Lightfoot; Mauricio Echeverri, PhD; Erica Montbach, PhD; Asad Khan, PhD; and J. William Doane, PhD.

Kent Displays will present a new Boogie Board eWriter with a dramatically new eraser functionality. Using a stylus and a small electric field, the eWriter is capable of erasing portions of a written image without affecting the image meant to be retained, accurately simulating the feel of a pencil eraser.

- **A Large-Area Flexible eWriter for Whiteboard Replacement**

Poster Session P.136: *Thursday, May 25, 5:00 - 8:00 PM, Petree Hall*

Presented by Erica Montbach, PhD, on behalf of Kent Displays, Inc.; Clinton Braganza, PhD; Mauricio Echeverri, PhD; Duane Marhefka, PhD; Donald Davis, Forrest Nicholson; Asad Khan, PhD; and Mark Lightfoot.

Kent Displays will also demonstrate its new large-format eWriters compatible with roll-to-roll manufacturing. These eWriter displays are more than forty times larger than typical Boogie Board

MAKERS OF boogie board™ 

displays and show a 2.75 times increase in reflectance, high contrast ratio, and thick linewidth. The new large-format eWriter displays are suitable as a replacement for whiteboards in classroom, office, and other large-format writing applications.

- **Chief Marketing Officer (CMO) Forum: Justin Kalvitz**

Wednesday, May 24, 2017, 8:30 AM

Justin Kalvitz, Senior Vice President Global Commercial Business, will represent the company on a panel of guest speakers to discuss the opportunities and challenges that lay ahead in the rapidly changing marketplace for display technology.

"Our phenomenal R&D team develops incredible technologies and I consider myself privileged to lead the team that brings them to market. I'm looking forward to shedding some insight into the disciplined brand strategy that allows us to effectively navigate the waters between high technology, mass appeal, productivity, and toy," Kalvitz said.

Kent Displays expects to formally announce new products utilizing these new technologies later this year. For more information on the company, visit kentdisplays.com. Information related to its global consumer brand, Boogie Board, visit myboogieboard.com.

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About Kent Displays, Inc.

Founded in 1993, Kent Displays is a world leader in the research, development, and manufacture of patented roll-to-roll no power LCDs. The company is a global leader in eWriter display technology and the maker of Boogie Board brand eWriters – among the world's fastest-growing communication and writing tools. Hailed for its incredibly natural writing experience, Kent Displays has sold millions of Boogie Board eWriters in 40 countries worldwide.

In addition to its established mass consumer products business, Kent Displays is actively expanding its proprietary eWriter technology into OEM markets including consumer electronics, mobile electronics accessories, security, healthcare, and education. Kent Displays has won numerous global and North American business awards for manufacturing, business growth, and innovation, including the Toy Industry Association's coveted Toy of the Year award in 2016.

For more information about Kent Displays or Boogie Board eWriters please visit kentdisplays.com and myboogieboard.com.

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