

## SiPix Electronic Paper Display Awarded Display Application of the Year by Information Display Magazine

*World's First ISO Compliant Payment DisplayCard Featuring SiPix and SmartDisplayer's Flexible Display Panel Receives Highest Honors from Society of Information Display*

**FREMONT, CALIF., June 28, 2006** -- SiPix Imaging, Inc., an award-winning manufacturer of next-generation electronic paper displays, today announced that it, along with SmartDisplayer, developed a flexible display panel that received the Display Application of the Year Award from *Information Display Magazine* and the Society for Information Display (SID).



*Information Display's* Gold Award is the most prestigious award in the display industry and granted for novel and outstanding commercialized applications of a display. The magazine is published by SID, the premier international professional society exclusively devoted to the advancement of electronic-display technology, manufacturing, applications, marketing, and sales.

SiPix ([www.sipix.com](http://www.sipix.com)) and SmartDisplayer ([www.smartdisplayer.com](http://www.smartdisplayer.com)) created the "first flexible display panel to be embedded into an ISO-compliant payment card." SiPix developed the electronic paper display technology that Smart Displayer started to integrate into electronic paper modules in 2002. The result is a flexible, 0.25-mm thin e-paper display for increased smart card security, control, and personalization.

"We are honored to receive the Gold Award from SID, the display industry's leading organization, in recognition for the world's first ISO-compliant display developed by SiPix and SmartDisplayer," said Andrew Ho, President of SiPix Imaging. "SiPix Microcup Electronic Paper is the key enabler for the DisplayCard solution, specifically designed for the application's requirements – flexibility, impact resistance, extreme thinness, and ultra-low power consumption."

The revolutionary One Time Password (OTP) DisplayCard, developed by Innovative Card Technologies ([www.incardtech.com](http://www.incardtech.com)) and authentication expert nCryptone ([www.ncryptone.com](http://www.ncryptone.com)), enables cardholders to generate and display a dynamic passcode for one-time use. During an online merchant checkout or home banking login, the cardholder obtains a new, unique number by pressing a button on the card. As prompted, the cardholder then enters the number, proving the presence of the card, and completes the transaction. With the DisplayCard, banks can strengthen online banking sign-on by enabling two-factor authentication.

To meet demand by merchant banks, SiPix will complete expansion of its automated high-volume module production line before the end of 2006. SiPix Microcup® Electronic Paper is the only display solution today that meets the requirements of ISO card standards.

**About SiPix Imaging**

SiPix Imaging, Inc., a world leader in Flexible Electronic Paper Display solutions, was established in 1999 and is located in Silicon Valley, California. With Microcup® e-Paper, SiPix generates flexible, impact resistant, and extremely thin displays with ultra-low power consumption from image retention with the power removed for system designers. In Fremont, California, the firm creates e-Paper material. In Chung-Li, Taiwan, a production facility provides display module development services and volume manufacturing. The company has filed over 100 original patents.

For more information: [www.sipix.com](http://www.sipix.com)

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