

Press Release

Liquavista a new company borne out of New Venture Partners & Philips Research

Company targets mobile display markets with radical new technology.

Eindhoven, Netherlands, New Venture Partners LLC and Philips Research today announced the successful creation and funding of their first spin-out – Liquavista B.V.

Liquavista has been created to commercialise the market opportunities of Electrowetting displays, a technology that can be used in applications such as MP3 players, watches, cameras, mobile phones, DVD players and automotive applications.

“Liquavista will bring a revolution to the mobile display marketplace.” commented Mark Gostick, CEO, Liquavista “Our HEOS technology offers bright vivid colors, video speed, exceptional viewability, even in bright sunlight, and substantial power savings compared with other technologies. We are set to play a key role in the portable and mobile applications markets by enabling new advances such as TV on mobile”.

The creation of Liquavista is the result of an initiative between Philips and New Venture Partners to create viable independent businesses based on Philips’ technology portfolio.

“From the moment we first saw the Electrowetting prototypes in Philip’s labs we knew it was a compelling business opportunity.” commented Rob Rosenberg of New Venture Partners, “We have worked with the Philips team since then to develop Liquavista as the company to drive it to market. The combination of an experienced team and this patented technology, addresses all the major needs for the next generation of mobile displays. We are very pleased that Liquavista is the first fruit of our partnership with Philips to spin out exciting ventures based on their world class research.”

Liquavista's early display products make significant visual impact on the consumer and offer new degrees of freedom for industrial designers. Examples will be demonstrated at the Society for Information Display's 2006 exhibition taking place in San Francisco between the 6th– 8th June 2006. The technology's manufacturing processes are highly compatible with the established Liquid Crystal manufacturing infrastructure. This will enable Liquavista to bring its products to market quickly and allow manufacturers to develop high value added products with little capital addition to their existing plant. Liquavista is developing relationships with the existing LCD supply chain and OEMs to bring to market the first innovative products.

The team at Liquavista includes key staff such as Rob Hayes and Johan Feenstra, who are the co-inventors of Electrowetting displays. Mark Gostick, their newly appointed CEO, is experienced in understanding the challenges in developing new technologies in the display market, having been part of the original team that developed Cambridge Display Technology (CDT). The company is based in Eindhoven, the Netherlands, on the High-Tech Campus, an open innovation centre, which allows many opportunities for continual technology cooperation with other leading edge



Fig 1 – A sample of the brilliant colors that can be made with the electrowetting display technology. By varying the dye dissolved in the oil, an unlimited range of colors can be provided.



Fig 3 – Cyan clock with a 2.5" diagonal. The pixel resolution of the display is 160 ppi.

companies.

For further information, please refer to www.liquavista.com

Background on Liquavista BV

Liquavista was founded in 2006 by a team which originates from the world famous Philip Research Labs in Eindhoven. The company is backed by Philips and New Venture Partners who have recruited an experienced CEO, Mark Gostick to lead the company.

Based on technology invented by Rob Hayes & Johan Feenstra, in 2002, Liquavista uses advances in materials and technology to create Electrowetting displays that offer significant advantages over existing and emerging display technologies.

Producing bright, colorful images, which show video content at very low power, Liquavista's products offer excellent indoor and outdoor viewability and are ideally suited for a wide variety of portable and mobile applications such as MP3 players, watches, cameras, phones, DVD players and automotive applications. Liquavista's early applications, which enable bright vibrant colors in simple displays, are expected to enter the market early next year.

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