



元太科技工業股份有限公司  
PRIME VIEW INTERNATIONAL CO., LTD.



# Prime View International Company Overview

2009/7/31



# Company Overview

- ◊ Display manufacturer focused on small and medium sized modules, especially Electronic Paper Displays (EPD)
- ◊ Leader in ePaper displays
  - #1 market share globally
  - Technology leader
  - Sole manufacturer of active matrix ePaper displays
  - Top tier customer base with strong relationships with Amazon and Sony
  - Expanding applications usage
- ◊ Manufacturing operations in Taiwan, South Korea and China





# Products & Services

## ePaper Displays

## Displays for Consumer Electronics and Communications

### Products

E-Book



Watch



E-Tag



Flexible EPD



Car video display



Digital Camera



Game



Navigation



POS



Digital Video



Mobile Phone



DVD



GPS



### Sizes

1.9", 5.0" , 6.0" or lager size

#### Analog:

1.0" , 2.45" , 3.5" , 3.6" , 4.0" , 4.5" , 5.0" ,  
6.4" , 6.5" , 7.0" , 8.0" , 10.0" , 10.2" , 10.4"

#### Digital:

2.36" , 3.5" , 6.4" , 8.0"



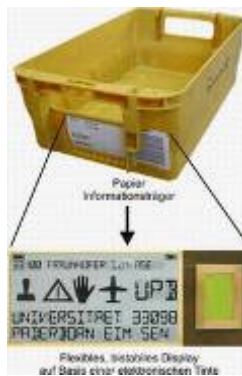
# Investment Highlights

- ◇ Great ePaper display market opportunity
- ◇ Global leadership with strong customer base
- ◇ Industry-leading technological capabilities
- ◇ Cost efficient, high volume manufacturing operations
- ◇ Growth strategy





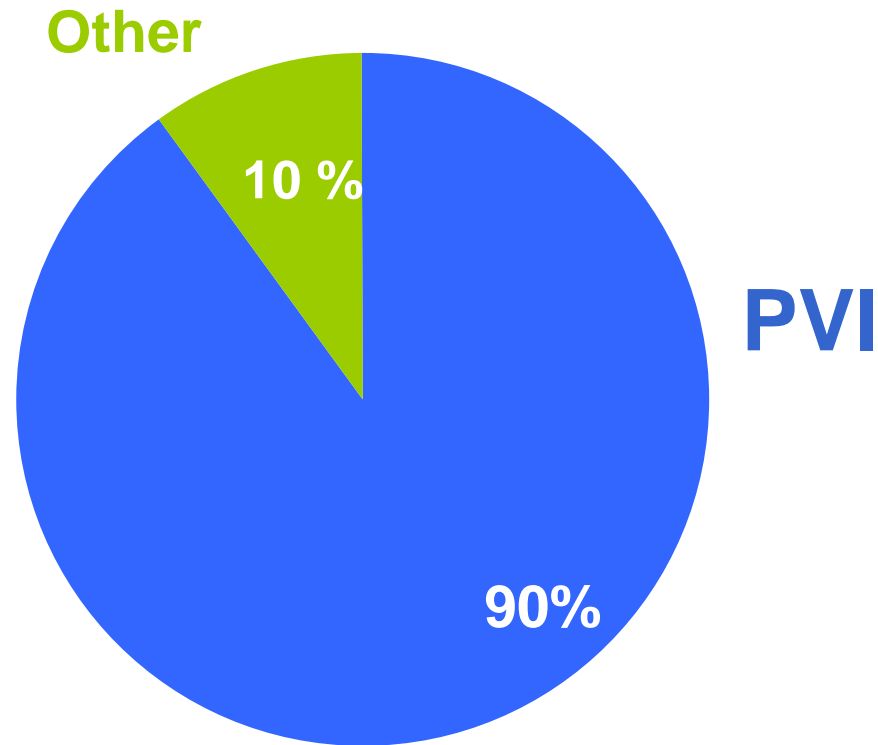
# ePaper Displays Will Have Multiple Killer Applications





# PVI - Leading Market Position

## ePaper Display Market Share



[ Source: iSuppli ]

**PVI is the Leader in ePaper industry,  
Having more than 90% Market Share.**



# ePaper Technology Overview

## How Are Glass EPDs Made?

glass substrate



+ TFT array



+ electrophoretic foil and driver foils



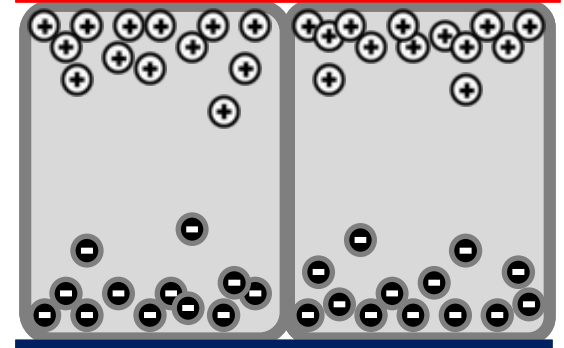
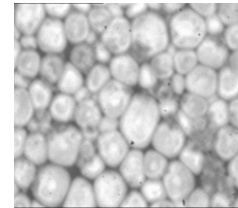
Issues: thickness, weight and robustness....

## How Does It Work?



Top transparent electrode

White



+

Bottom electrode

- Lambertian reflection from particles
- Restful for the eyes, like print on paper
- Not the mirror-like reflection of LCDs



# Key Benefits of ePaper Displays

## READABILITY

- Ambient light
- Non-blinking
- Bright
- High contrast
- Full view angle
- Sunlight readable / Glare free

## PORTABILITY

- Thin
- Lightweight
- Outdoor readable

## POWER



- No backlight
- Bi-stable
- Ultra low power – battery life of up to 7,000 page turns (20 full length books)

**PVI is the sole manufacturer of active matrix ePaper displays in the world**





# ePaper Display vs. TFT LCD

<b>Displays</b>  <b>Item</b>	<b>EPD</b>  	<b>TFT LCD</b>  
<b>Material</b>	<b>E-ink</b>	<b>Liquid crystal</b>
<b>Backlight</b>	<b>X</b>	<b>O</b>
<b>Color Filter</b>	<b>X</b>	<b>O</b>
<b>Process</b>	<b>Simple</b>	<b>Complicated</b>
<b>Power consumption</b>	<b>Low power</b>	<b>Power-consuming</b>
<b>Slimming</b>	<b>Average : 1mm</b>	<b>Thick</b>
<b>Weight</b>	<b>Light</b>	<b>Much heavier</b>
<b>Angle</b>	<b>No limited</b>	<b>VA Max : 170°</b>
<b>Long time to read</b>	<b>Easy on eyes</b>	<b>Eye fatigue</b>



# World Wide Locations

**Hydis USA (San Jose)**  
Sales Office

**Transcend Optronics (Yang Zhou)**  
Module Manufacturing  
[3,000] Employees

**Hydis Technology (South Korea)**  
TFT Manufacturing  
[1,200] Employees

**North America**

**Europe**

**Asia**

**Hydis Japan (Tokyo)**  
Sales Office

**Latin America**

**Africa**

**Australia**

**PVI America (Santa Ana)**  
Sales Office  
[6] Employees



**PVI ShenZhen Office**  
Sales office  
[16] Employees

**元太科技工業股份有限公司**  
PRIME VIEW INTERNATIONAL CO., LTD.

**PVI Head Quarter (Hsinchu)**  
TFT Manufacturing  
[850] Employees

**Solution Service Center (Taipei)**  
System Design  
[22] Employees



# Summary Income Statement

NT \$ MM	2006	2007	2008	2008 Q1	2009 Q1
Net Revenues	9,789	11,642	12,161	3,072	2,572
YoY Growth	16.5%	18.9%	4.5%	39.0%	(16.3%)
COGS	8,715	9,235	11,267	2,429	2,981
Gross Profit	1,074	2,407	894	642	(410)
% of Sales	11.0%	20.7%	7.4%	20.9%	(16.0%)
Opex	771	933	1,738	288	457
Operating Profit	303	1,474	(844)	354	(867)
% of Sales	3.1%	12.7%	(6.9%)	11.5%	(33.7%)
Net Income	200	1,215	(1,232)	317	(950)
% of Sales	2.10%	10.50%	(10.1%)	10.30%	(37.0%)



# Compelling Growth Strategy

- ◊ Develop products to expand applications for ePaper displays
- ◊ Ramp up production at Korean manufacturing facility
- ◊ Maintain technology leadership through investment in R&D
- ◊ Expand relationships with technology partners and customers
- ◊ Reduce costs through optimizing manufacturing process
- ◊ Supplement capabilities through acquisitions



元太科技工業股份有限公司  
PRIME VIEW INTERNATIONAL CO., LTD.



**Q & A**

**Thank You**