

**Technological advancements through R&D innovation:
Chimei Innolux exhibiting breakthrough technologies and products for
mobile display applications**

<June 4, 2012 – Jhunan, Taiwan> Chimei Innolux Corporation (CMI) will be exhibiting its latest breakthrough technologies and products for the mobile display market at Display Week 2012 organized by the Society for Information Display in Boston, Massachusetts from June 5th to the 7th. Key features and characteristics suitable for mobile display applications, such as lightweight and thin form, touch control, high resolution and image quality, low-power consumption, and wide-angel viewing, will be the focus of CMI's exhibit.

“CMI has the most comprehensive TFT-LCD specifications and touch control module production facilities,” remarks CMI Chairman and CEO Hsing-Chien Tuan. “By continually boosting our technology talent and R&D capabilities, CMI is able to offer the most complete product line with technological advantages for greater efficiency and flexibility. With regard to technology for mobile display applications, CMI has especially spared no effort. Moreover, our exhibition at Display Week 2012 in Boston will feature a series of breakthrough technologies and products developed in-house. These developments will highlight CMI's continued creation of mobile display application trends and provide consumers with an exceptionally realistic viewing experience.”

Important technology being exhibited by CMI:

「TRUEOLED」  : (Please refer to the appendix 1)

- Ultra High Resolution and Sharper Image Quality in Nature Color.
- Simple production process, low cost and high yield.
- Wide View Angle.
- Low Power Consumption.
- Ready to be manufactured from Q4 2012.

MQ™ : (Please refer to the appendix 2)

- Improve motion blur in fast moving scenes on mobile displays.
- Provide the next level of user experience in touch user scenario.

TOD™ : (Please refer to the appendix 3)

- “Thin and robustness panel” and “increasing flexibility in ID design” are the most

important criteria to smart phone manufacturers. CMI has developed TOD™ solution offering a slim and robust display module with touch function for mobile devices. Smart phone fashion trend of 2.5D or 3D cover lens can be applied by this touch architecture.

- Total thickness reduced down to 0.5 mm with touch sensor on LCD panel after panel thinning process.
- True multi touch with better sensitivity that can be applied to all display technology.
- CMI TOD™ solution has 10 points full function multi touch sensor with better SIN ratio; thanks to innovative sensing architecture.

CMI exhibition venue & Booth number: Boston Convention & Exhibition Center & #953.

#

About Chimei Innolux Corporation

Chimei Innolux Corporation (“CMI”), headquartered at Jhunan Park, Taiwan, was formed in March 2010 through the merger of Innolux Display Corp., Chi Mei Optoelectronics and TPO Displays Corp. CMI is listed on the Taiwan Stock Exchange (TWSE). CMI is one of the leading worldwide manufacturers of TFT-LCD display products and touch panel products. CMI offers total solutions for LCD TVs, desktop monitors, notebook PCs, mobile devices with touch panels (tablet PCs and smartphones), and special-application panels (industrial applications, automotive, avionics, and medical applications). With complete and flexible production lines, CMI is capable of efficiently providing, a wide range of products. More information about CMI is available at www.chimei-innolux.com.

Contacts

Media contact

Anita Chien, Public Relations, CMI
Tel: +886-(0)6-505-1888 #47153
Cell +886-(0)911-572-225
Email: anita.chien@chimei-innolux.com

On-site contact

Yungchi Hsu, CMI
Tel: +886-((0)37-586-393 #21710
Cell +886-(0)928-298-608
Email: yungchi.hsu@chimei-innolux.com

Appendix 1 : 「TRUEOLED」

TRUEOLED Displays in Ultra High Resolution and Sharper Image Quality

High resolution/ high ppi, thin, better optical performance and low power consumption are major future market trends in the mobile display industry. CMI is the leading company that can achieve all in TRUEOLED display technology .

At the exhibition, CMI is showcasing the 3.4-inch and 4.3-inch high resolution TRUEOLED displays that utilize top emission white OLED with color filter in RGBW pixel layout. These true resolution panels can be manufactured without utilizing precision mask for EL deposition that provides advantages in terms of simple production process, low cost and high yield.

Compared with side-by-side OLED mobile displays, CMI TRUEOLED displays can provide true resolution and better front-of-screen performance over 300 ppi without image blurring or zigzagging at fine text edges that is generally the result of pentile pixel arrangement.

In the market, CMI TRUEOLED displays are at the highest ppi and in true resolution.

TRUEOLED Display Has Better Performance than RGB side-by-side OLED in Natural Color, Power Consumption and Viewing Angle

CMI TRUEOLED display has best color reproduction that covers up to NTSC 100%. Its color gamut can be varied by simply changing the color filters.

TRUEOLED display utilizes white OLED with CF design and with LTPS array plus in-pixel compensation. Its white OLED design is less power-consuming than conventional design when the user is browsing a website or writing emails against a white background.

Comparing with CMI TRUEOLED and RGB side-by-side OLED in 4.5" HD720 panel@300nits, the power consumption of CMI TRUEOLED  is 590mW, which is one third lower than RGB side-by-side OLED (940mW).

Furthermore, CMI TRUEOLED  in high efficient WOLED is not only able to extend longer device lifetime but also can have the better performance in terms of viewing angle. With a very wide-view angle, the panel still emits 80% of vertical luminance even at 45-degree viewing angle.

Mobile devices with CMI TRUEOLED displays can deliver natural skin colors; images without color shifting amazingly and real colors overall.

Appendix 2 : MQ™

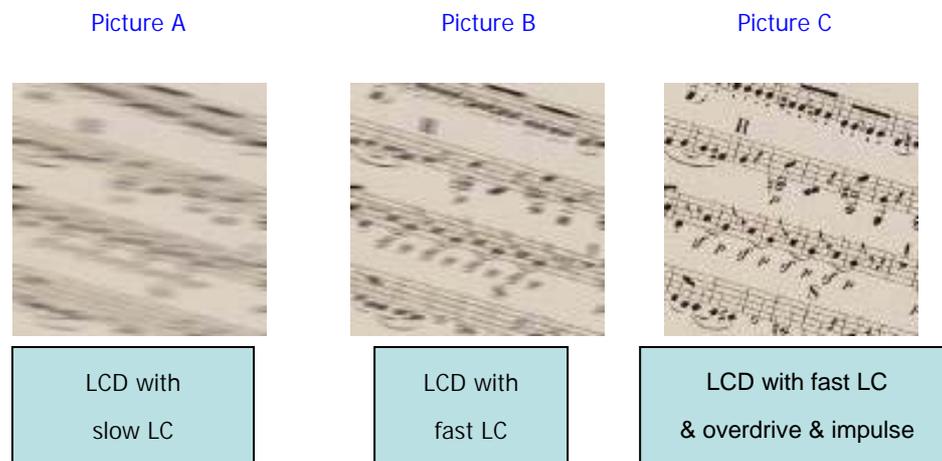
Image clarity is the very important to consumers when they decide to purchase consumer electronic products. Motion blurring in fast moving scenes is an issue specifically for the fast-growing touch user interface scenario.

Technology for improving motion blurring in fast moving scenes has been applied to LCD TVs for many years. However, it has been difficult to apply this technology to small and medium sized displays. CMI has lead the way in addressing this issue by developing the MQ™ solution, which has been demonstrated to improve motion blurring in fast moving scenes on mobile displays.

MOTION BLUR REDUCTION STEP BY STEP

Based on research on smart phone usage, consumers cannot see the moving pictures or scrolling texts clearly on the smart phones. Motion blurring results from the “slow response of the LC” and “sample and hold of the image”. CMI MQ™ solution can effectively reduce motion blurring through two designs: fast response LCD with overdrive and impulse backlight.

Taking the example below:



In picture A, the image is blurred in a fast moving scene with normal LCD design architecture.

In picture B, the LCD is applied to conventional overdrive technology in order to improve response time.

In picture C, the LCD is applied to CMI MQ™ solution. While watching the moving pictures or scrolling texts, users can see edges clearly.

Appendix 3 : TOD™

Ultra Thin, Better Optical and Sensitivity Performance

Adding touch functionality after the LCD bipane thinning process, the total thickness is down to 0.5mm. CMI TOD™ solution offers world-leading module thicknesses with obvious advantages for any mobile application.

Compared with conventional touch design, CMI TOD™ solution uses a true single ITO layer and avoids use of bridges in the visible area as used in multi layers capacitance type touch panels, excellent optical performance. No thickness is thus added to the original panel.

Furthermore, CMI TOD™ solution has a 10-point, full-function and multi-touch sensor with better SIN ratio; thanks to innovative sensing architecture.

High Flexibility in ID Design and Diverse Applications

“Thin and robustness panels” and “increasing flexibility in ID design are the most important criteria for smart phone manufacturers. CMI TOD™ solution can be applied to all display technology with 2D/ 3D window lamination in diverse applications.

High Volume Production Capability

CMI has capabilities to implement “TOD™ solution” on a wide scale from G3.5 up till G5 fabrication.