



Announcement of new lifetime milestone achieved for printed P-OLEDs.

SCOTTS VALLEY, California USA, February 26, 2007

Add-Vision Inc. announces that it has successfully demonstrated its first fully printed P-OLED device exceeding 1000 hours of operating lifetime at peak luminance of 100cd/m². The P-OLED devices were screen-printed under ambient conditions onto thin flexible substrates. This represents more than a doubling of the operating lifetime results from August 2006, and positions the technology for near-term commercialization in a range of applications. This performance level matches a range of high-performance applications, including illuminated keypads, secondary displays, interface panels, light-emissive switches and other electronic components, representing a collective market size exceeding several billion dollars in opportunity.

Dr. Devin MacKenzie, Add-Vision's Director of Technology, commented, "The 1000 hour milestone is a key commercialization target for our partners and customers. This performance level exceeds commercialization thresholds in a number of high-volume consumer applications. Add-Vision's technology aim is to continue performance improvements, expand the color gamut, and to begin finalizing its print-based manufacturing solution. The Add-Vision process is characterized by simplified processing, low capital equipment costs, minimal process environment controls and flexible substrate handling. In the short-term, I believe our accelerating progress in printed P-OLEDs is on track to surpass the operating lifetime specifications of thick-film EL. In addition, the P-OLED technology enables higher brightness, low DC voltage operation, superior color, and lower total system cost."

Add-Vision's deepening intellectual property and know-how in novel P-OLED structures and related chemistries and processing, its strong corporate partnerships and its continued investment in key personnel and state-of-the art facilities are enablers for broadening market opportunities.

About Add-Vision

Add-Vision Inc. is a pioneer in the development of polymer organic light-emitting diode (P-OLEDs) display technology for use in a wide range of flexible low-resolution display and specialty lighting applications. The company's unique P-OLED technology offers a superior set of display characteristics and cost performance as compared to other flexible display technologies, such as AC-driven thick-film EL. The key advantage of Add-Vision's P-OLEDs is its ability to offer many of the attractive characteristics of Light-Emitting Diodes (LEDs) while simultaneously being fully printable onto thin flexible substrates using conventional printing equipment and practices. To support its licensees, Add-Vision offers a comprehensive package, including all relevant Intellectual Property (IP) rights in the target market, proprietary materials, training and technology transfer services. Add-Vision is headquartered in Scotts Valley California (USA), and is backed by a committed syndicate of strategic investors.

More information on Add-Vision can be found at: www.Add-Vision.com

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