



Press Release

Motion Display AB Launches State-Of-The-Art Retail Signage Products

Point-Of-Purchase Signage features E Ink Corporation's Ink-In-Motion™ Electronic Paper Displays

Uppsala, Sweden – March 24, 2009 - Motion Display AB, a major developer and manufacturer of advertising and promotional display technologies, today announced the launch of its retail signage products for the point-of-purchase (POP) market. Under an agreement with E Ink Corporation of Cambridge, Massachusetts, Motion Display will design, manufacture and assemble signage products using E Ink's field proven Ink-In-Motion technology.

Ink-In-Motion™ (IIM) electronic paper displays are thin, lightweight, flexible and powered by small batteries, i.e. ideal for retail environments where power access is limited. These displays use no backlight or frontlight and can be easily viewed from any angle and under virtually any lighting condition. The IIM display is deployed the same way as paper and plastic signs that makes it very accessible, as it does not change the traditional ways of operation.

"Motion Display is entering the growing retail signage market segment with best in class displays based on E Ink's revolutionary optical film." said Motion Display CEO, Rickard Danielsson. "Retailers and brand manufacturers are constantly seeking efficient ways to strengthen sales and brand awareness. We are confident that our new signage product line, with endless integration possibilities, will revolutionize the entire industry."

"Motion Display's retail signage solutions will tremendously increase brand awareness for its customers in the fiercely competitive retail environment." said Sriram Peruvemba, Vice President of Marketing for E Ink Corporation. "Motion Display has been able to show a sales lift of over 60% with Point-Of-Purchase signs using Ink-In-Motion displays."

Motion Display offers customers a one-stop-solution service that includes creating in-store advertisements using attention-grabbing moving displays, brand promotion, product design, manufacturing, final assembly and complete project management. Visit our website at **www.motiondisplay.com** to see how Motion Display has already helped some of the world's best known brands.

About Motion Display

Motion Display, with headquarters in Sweden, is a leading global manufacturer of Electronic Paper Display based Retail Signage. With more than 19 years of experience from in-store marketing and display technologies Motion Display has developed a superior Ink-In-Motion™ point-of-purchase product line. Motion Display has an experienced and knowledgeable design team offering support for motion based communication. More information about Motion Display and Ink-In-Motion electronic paper displays can be found at www.motiondisplay.com.

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