



**FOR IMMEDIATE RELEASE — May 21, 2013**

## **New Vision Display Announces Exhibition of Ultra-slim PMVA Color Display Based on Corning® Willow™ Glass**

***Demonstration will be unveiled at SID Display Week 2013, Vancouver, British Columbia, Canada***

**ROSEVILLE, Calif., and CORNING, N.Y. – May 21, 2013** - New Vision Display, Inc. (“NVD”) and Corning Incorporated (NYSE:GLW) are exhibiting an ultra-slim glass Passive Matrix Vertically Aligned (PMVA) color display based on Corning® Willow™ Glass at the Society for Information Display’s (SID) Display Week 2013, May 21-23, in Vancouver, Canada.

The display features two Willow Glass substrates and can be seen in the Corning booth #801.

The ultra-slim glass substrates retain the excellent surface and optical properties of thicker glass, while enabling a significantly thinner and lighter display. The demonstration is based on a smart meter market application, but this display is suited for all applications where “thin” is an advantage and standard TFT displays are too costly.

“The display was fabricated on a standard LCD production line using NVD proprietary carrier technology, thus allowing the use of existing infrastructure. However, the processes we used to make the display are totally compatible with future roll-to-roll manufacturing,” said Dr. Matthias Pfeiffer, CTO of NVD. Roll-to-roll (R2R) display manufacturing could lead to extremely low cost, high-performance displays for a variety of applications.

NVD’s demonstration display shows that cell gap uniformity and flexible glass handling challenges can be overcome. For this demonstration, NVD chose advanced technologies (PMVA and field sequential color addressing) to demonstrate the technical capabilities of Corning’s Willow Glass.

“Our customers value Willow Glass as an ultra-slim substrate for thin, light, and high-quality displays. They also recognize the potential of Willow Glass to drive manufacturing cost efficiencies when used in R2R processing. We are pleased that New Vision Display chose to showcase one example of the wide range of manufacturing innovations and device categories impacted by Willow Glass. Corning is currently sampling glass to select customers and is excited to see how device makers around the world find new and creative ways to take advantage of the unique properties of Willow Glass,” said Harrison Smookler, commercial director and program manager, Willow Glass Substrates.

“We’re excited about the potential applications for the new Willow Glass technology from Corning for both our Display and Touch Sensor businesses. The optical clarity and lighter weight of Corning’s flexible glass will provide our customers with many new ways to use Display plus Touch products,” stated Jeff Olyniec, CEO of NVD.



**About New Vision Display** New Vision Display is a U.S.-based global leader in innovative, flexible and highly efficient display and touch technology for small and medium-sized applications for industrial, consumer and medical and automotive markets. NVD operates high end manufacturing and design facilities located in China dedicated to display and touch technologies. NVD's expertise includes display based passive matrix and active matrix liquid crystal display technology, and module integration with touch panels and lens assemblies. NVD is a one-stop solutions partner for display and touch modules and periphery providing full service product design, new product introduction, manufacturing, logistics and local support. For more information on New Vision Display, please visit our website at [www.newvisiondisplay.com](http://www.newvisiondisplay.com).

**About Corning Incorporated**

Corning Incorporated ([www.corning.com](http://www.corning.com)) is the world leader in specialty glass and ceramics. Drawing on more than 160 years of materials science and process engineering knowledge, Corning creates and makes keystone components that enable high-technology systems for consumer electronics, mobile emissions control, telecommunications and life sciences. Our products include glass substrates for LCD televisions, computer monitors and laptops; ceramic substrates and filters for mobile emission control systems; optical fiber, cable, hardware & equipment for telecommunications networks; optical biosensors for drug discovery; and other advanced optics and specialty glass solutions for a number of industries including semiconductor, aerospace, defense, astronomy, and metrology.

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