



[Press Release]

Latest LCD technologies and applications showcased by Varitronix at electronicAsia 2006

[13 October 2006, Hong Kong] – A range of exciting liquid crystal display (LCD) products was showcased by Varitronix Limited on the opening day of the “electronicAsia 2006” trade fair. Organised by the Hong Kong Trade Development Council, electronicAsia 2006 runs from 13 to 16 October 2006. In its exhibition booth, Varitronix presented a series of displays demonstrating how their state-of-the art technologies can be applied in products used in daily life.

The display market is going colour, and the application of Colour Supertwisted Nematic (CSTN) and Thin-Film Transistor (TFT) technologies will become more prevalent. In the trade fair, Varitronix emphasised its colour display design and manufacturing capabilities and its role as a TFT solution provider. A specially designed TFT demonstration board showed TFT applications in different types of white goods, delivering a clear message of Varitronix’s capability of tailor-making different TFT modules to fit into a wide variety of applications.

Dr Steve Yeung, Chief Technology Officer of Varitronix commented, “One of the strengths of Varitronix is the specialisation in custom-designed and tailor-made LCD products. Leveraging on a strong engineering team, we are able to provide our customers with value-added services such as special electronic designs to match unique product specifications. Our Technology Team concentrates on developing new technologies and on product enhancement. These resources mean the company not only stays competitive in the ever-developing technology arena, but is also one of the leaders in its field.”

Varitronix’s spectacular displays at electronicAsia 2006 featured innovative applications including an automotive dashboard and front seat model installed with different kinds of LCD units to illustrate the infotainment trend in modern car cabins, a simulated supermarket shelf installed with electronic price labels making use of up-and-coming Bistable Technologies, and a live demonstration of instant price label information updating.

“With a variety of technologies in its portfolio, Varitronix offers complete display solutions for a wide range of applications, from automotive and telecommunications, to industrial and consumer applications,” added Dr Yeung. “This product mix makes Varitronix stand out among competitors, because we are not only producing displays for single application purpose, we are providing applications for small to medium-sized products, and in simple to very sophisticated versions.”

Bistable Technologies such as Bistable Cholesteric Displays (BCD) and Zenithal Bistable Displays (ZBD) are unique technologies that require low power consumption, yet display multi-colour, high-resolution, high-contrast images, and deliver a natural paper-like visual effect. They are able to retain the images without consuming any power and hence are especially suitable for handheld devices or products that operate in an environment where electric wiring is inconvenient. Products such as electronic shelf price labels, e-book readers, portable storage devices and mobile phones all represent ideal uses for this latest technology.

Varitronix is highly confident of these technologies and the initial market response has been encouraging. The Company has applied the technologies to portable products available at retail level, and for shelf labels in supermarket chains in the United Kingdom. Initial production for these technologies has been commenced.

Varitronix’s customer base is mainly located in Europe and Asia, with a focus on China and Hong Kong, and in North America. Display technologies available include monochrome TN and STN, CSTN, TFT, BCD, ZBD, Black Mask Negative Display and Multi-Colour Printing Display, etc.

□ End □

About Varitronix

Established in 1978, Varitronix has become one of the world's leading manufacturers of small-to-medium-sized liquid crystal displays (LCDs). Varitronix serves customers around the world through its extensive sales network. Its manufacturing bases are located in Shenzhen and Heyuan, Guangdong Province. Varitronix holds ISO 9001, TS 16949 and ISO 14001 accreditation. The Company has been listed on The Stock Exchange of Hong Kong since 1991 (stock code: 710). Please visit www.varitronix.com for more information.

Contact:

Varitronix Limited

Public Relations Department: Ms Susana Chan (Tel: 2197 6153)/ Ms Cherry Leung (Tel: 2197 6177)