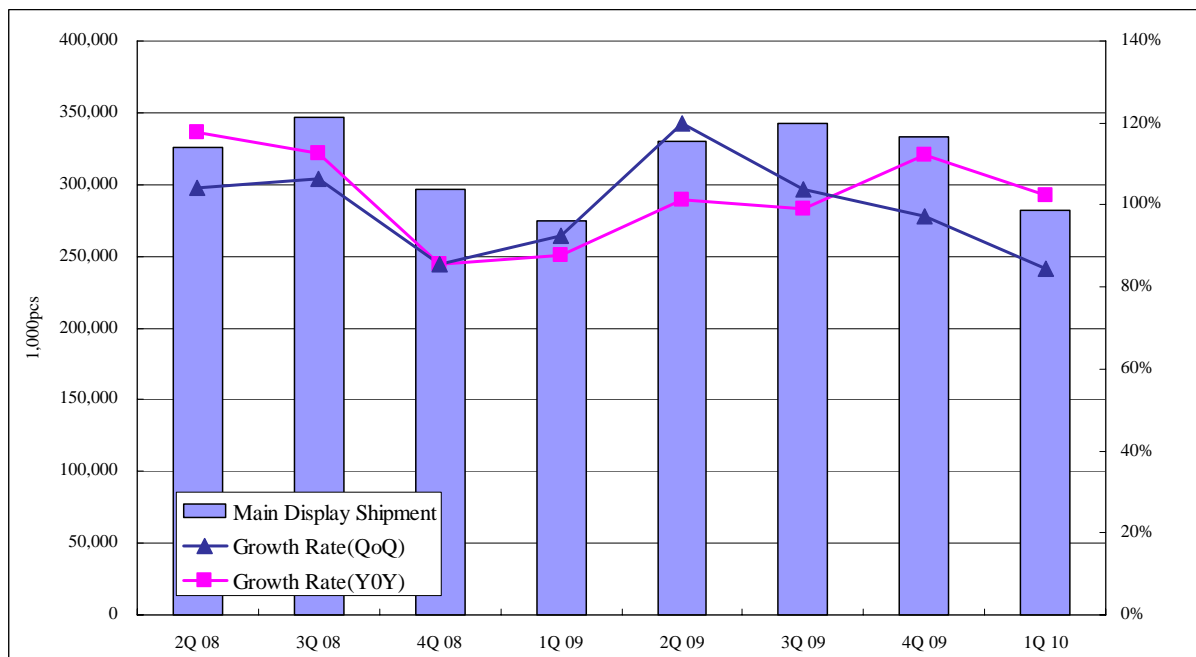


The shipment volume of the market of displays for mobile phones in Q2 2009 shows a trend of +1% YoY and +20% QoQ.

Tokyo —September 25th, 2009— Techno Systems Research Co., Ltd. announced that Company published “Mobile Display Quarterly Information, Part B: Displays”, in September. They investigate the global market of displays for mobile phones in this report.

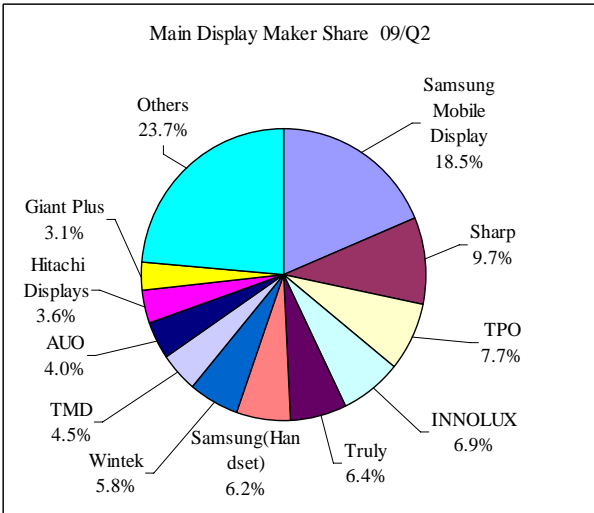
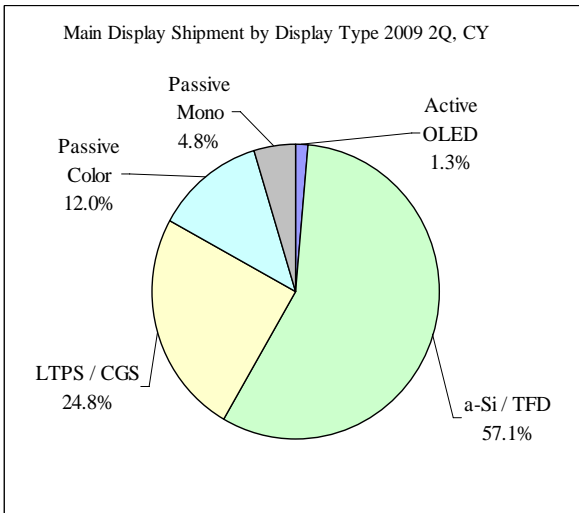
The shipment volume of the market of displays for mobile phones in Q2 2009 shows a trend of +1% YoY and +20% QoQ. Although the shipment volumes for Sony Ericsson and Motorola are still continuously decreasing, shipments for other leading brands remain strong.



The buoyant conditions of Asian manufactures were particularly noticeable: in addition to Samsung Electronics and LG Electronics, the two leading Chinese local brands ZTE and Huawei show significant growth. The trend of expansion of the smart phone category also persists and Apple, which announced a new model, as well as RIM, HTC, and Palm also sustain bullish performance.

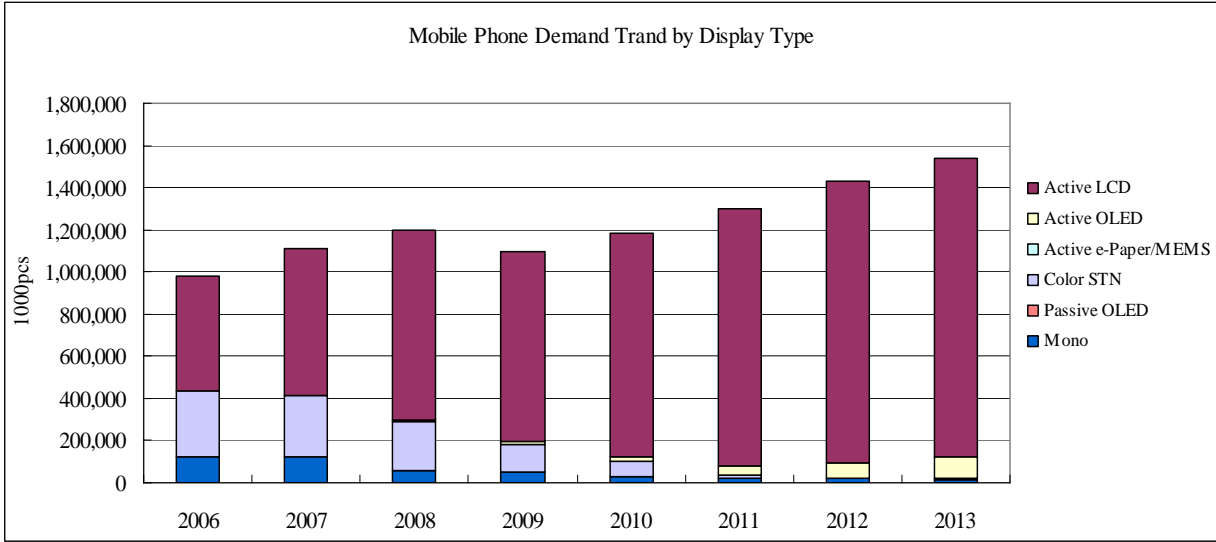
With the acceleration of display price drop, higher specifications have been increasingly employed in displays in all price ranges. Among low-end handsets, while the mono STN display market managed to maintain a certain scale, CSTN-LCD is being replaced by QQVGA TFT-LCD displays.

In the case of the mid-range price handsets of around \$100, QCIF+ is being replaced by QVGA. Similarly, among high-end handsets, the employment of HVGA and VGA is accelerating. Moreover, the diffusion of the AM-OLED technology is also expanding mainly with handsets of Samsung Electronics.



Samsung Mobile Display supplies increasing amounts of a-Si displays for Nokia and Samsung Electronics. It is also expanding the production volume of LTPS displays rapidly in recent years and it operates its facilities almost at full capacity. Sharp suffers from sluggish growth of CGS display shipment volume to Nokia, but has significantly increased shipments to LG Electronics, Apple, and HTC. Moreover, it steadily ships high-resolution products for its own brand handsets.

Epson Imaging Device announced that it would transfer part of the Tottori factory to Sony in April 2010. The supply to its clients will be made under the name of Sony from April 2010. Wintek is on upward trend. Although the supply volume of CSTN displays declined dramatically, mono STN mainly supplied to Nokia remains bullish and it started supplying a-Si displays to Nokia and Huawei anew.



Techno Systems Research Co.,Ltd.

Contact info: takehana@t-s-r.co.jp / kishikawa@t-s-r.co.jp / tonami@t-s-r.co.jp
 TSR Bldg.,7-4, 3-chome, Iwamotocho, Chiyoda-ku, Tokyo 101-0032 Japan
 Tel:+81-3-3866-4505 / Fax:+81-3-3866-8248
 URL: <http://www.t-s-r.co.jp>
 Email:info@t-s-r.co.jp