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E INK DEBUTS AUTONOMOUS TILES & INTERACTIVE VIGNETTES FEATURING PRISM AT NEOCON

E Ink's Dynamic Film for Architecture Bridges Gap Between Traditional Art Media and Digital Technology

(New York, NY – June 2018) E Ink, the technology brand implementing revolutionary ePaper tiles to the architecture and design market, invites **NeoCon** attendees to experience how their low power, flexible ePaper bridges the gap between traditional art media and digital technology with dynamically changing materials. From **June 11-13** in **booth 7-3030** at the **Merchandise Mart** in **Chicago**, a series of special vignettes designed by **Bergmeyer, Goldray, Skyline Art Services** and **Zahner** will display various art installations, portraying how E Ink Prism's fully programmable capabilities can allow designers to integrate endless materials with colors and patterns.

Details of each vignette are as follows:

Bergmeyer – Following E Ink's collaboration with Bergmeyer for the IIDA New England Fashion Show that won Best in Show, Bergmeyer will create a laser cut mobile art installations. Complete with pulse transitions, these artworks are lightweight and flexible, showing E Ink Prism's easy installation and low power capabilities.

Goldray – A dynamic elevator by Goldray incorporates laminated E Ink Prism behind Goldray glass panels. The interactive design includes touch sensor elevator buttons that activate Prism on the elevator doors, providing a one-of-a-kind experience for users.

Skyline Art Services – In this vignette, E Ink Prism is integrated into Skyline's etched metal panels with a geometric floral design. Additionally, Prism will be integrated into PVC pipe with a sweep and pulse transition, showing how the most conventional materials can be transformed into customizable art.

Zahner – Two Zahner perforated metal panels will incorporate E Ink Prism into a mural-like design, transforming static spaces into unique, dynamic experiences suitable for hospitality and commercial projects.

At NeoCon, E Ink will also debut **autonomous architectural tiles** with **solar powered capabilities**. These **segmented** versions of E Ink Prism are rugged yet lightweight and flexible, complete with a peel and stick application for easy installation that can be removed without residue. This expands upon E Ink Prism's line of seven different colors – Voyage (dark blue), Daydream (cyan), Blush (red), Sprout (green), Zest (yellow), Harvest (brown) and Waltz (black). Prism's paint-like appearance, color palette and wide-ranging compatibility with materials and shapes make it highly suitable for many architectural applications thanks to its bi-stable ink technology. The film can be custom programmed to switch colors in nearly any pattern, shape, speed and sequence, making it the ideal technology to transform the commercial, hospitality, transportation, healthcare, retail and education markets.

About E Ink Holdings

E Ink Holdings Inc. (8069.TWO), based on technology from MIT's Media Lab, has transformed and defined the eReader market and is redefining the signage, architecture and design, mobile, wearable and retail markets with its ePaper technology, enabling a new multi-billion dollar market in less than 10 years. Its corporate philosophy aims to deliver revolutionary products, user experiences and environmental



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benefits through advanced technology development. This vision has led to its continuous investments in the field of ePaper displays as well as expanding the use of its technologies into a number of other markets and applications including smart packaging and fashion. Its Electrophoretic Display products make it the worldwide leader for ePaper. Its Fringe Field Switching (FFS) technologies are a standard for high-end LCD displays and have been licensed to all major liquid crystal display makers in the world. Listed in Taiwan's Taipei Exchange (TPEX) and the Luxembourg market, E Ink Holdings is now the world's largest supplier of ePaper displays. For more information please visit www.eink.com.