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FOR IMMEDIATE RELEASE

Ocular's Senior Vice President of Engineering Chosen to Present at Upcoming DisplaySearch Conference

David Nolte will share insight on the topic of projected capacitive touch technologies

DALLAS, TX (August 1, 2011) – DisplaySearch, a subsidiary of the NPD Group, has selected David Nolte, Senior Vice President of Engineering at Ocular, to share industry expertise at the upcoming Emerging Display Technologies Conference. The conference has extended to a two-day program, taking place on August 16 and 17 in San Jose, Calif. David will be presenting during Session 1: Touch Screens-Fast Growing Projected Capacitive Touch and educating attendees about new technical developments and challenges with projected capacitive touch technology.

Fellow industry experts as well as engineers, marketing professionals, high level executives and research analysts are expected to attend the two-day conference. The 2010 conference was a success with approximately 150 attendees; DisplaySearch is anticipating even more attendees at this year's event. With an increase in attendance and a wide variety of new technologies quickly emerging, it is necessary to add a full day to the agenda. Topics that will be covered at this year's conference are touchscreens, 3D displays, efficient/low power technologies for mobile devices, thin glass options for displays, solid state lighting, OLEDs and LED lighting. For a full agenda and to register for the conference, visit www.displaysearch.com/events.

This is the second year Ocular has been selected to present during the touchscreen session of the Emerging Display Technologies Conference. "Ocular truly enjoyed being a part of the 2010 conference and is honored to be invited back again this year" said Phil Spivey, President and CEO of Ocular. "We have great respect for DisplaySearch and value their research and expertise. Being a part of their event with a room full of fellow industry enthusiasts is an opportunity we would not miss."

David will also participate in a panel discussion that will occur after Session 1 has commenced. Questions from DisplaySearch's touch panel expert, Dr. Jennifer Colegrove, as well as questions from audience members will be addressed.

About Ocular

Ocular LCD, Inc., headquartered in Dallas, Texas, is a leading supplier of industrial touch panels and display products to the embedded technology industry. Ocular's innovative technologies enable equipment manufacturers to quickly bring to market product solutions with leading-edge, touch-enabled display capabilities. In addition to products, Ocular's extensive knowledge and 25 years of experience allow the team to work closely with manufacturers to design display capabilities that meet the unique requirements of their applications, including the demands of extreme environments. Ocular's product realization services can combine customized displays and true multi-touch products into a fully integrated and tested turnkey product. To learn more about Ocular, please visit www.Ocularlcd.com.

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