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News Release

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Merck KGaA, Darmstadt, Germany, Wins 2015 Display Industry Award with Liquid Crystals

- **Gold honor from the Society for Information Display (SID) recognizes the innovative liquid crystal technology UB-FFS**
- **SID award is the third distinction for the technology launched in 2014 that lets touchscreen displays of smartphones and tablets illuminate brilliant colors and achieve long battery lifetimes**

Darmstadt, Germany, June 2, 2015 – Merck KGaA, Darmstadt, Germany, a leading company for innovative, top-quality high-tech products in healthcare, life science and performance materials, announced today that it has received the 2015 SID Display Component of the Year Award in Gold for its innovative liquid crystal technology UB-FFS. This is the third distinction for the technology since its market launch in 2014.

The prestigious industry award has been presented annually to display industry companies and suppliers for innovative products and technologies since 1995. UB-FFS (Ultra-Brightness Fringe Field Switching) technology, which was recognized at the SID conference in San Jose, CA, has made possible highly energy-efficient liquid crystal touchscreens for smartphones and tablet PCs that illuminate brilliant colors while still achieving a long battery life.

As the global technology and market leader in liquid crystals, Merck KGaA, Darmstadt, Germany, works hand in hand with customers and partners in order to constantly launch the latest innovations onto the fast-paced electronics market and to secure

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future operating growth. In the first three months of 2015, UB-FFS technology was a key growth driver of the display materials business.

“We are proud that the particularly translucent and energy-efficient UB-FFS technology launched in 2014 is already as successful as it is today. The latest generation of smartphones would be inconceivable without it. And of course we are very honored that our innovation has received so much recognition,” said Roman Maisch, Head of Marketing and Sales for the Display Materials business unit, who accepted the award on behalf of the entire team. “We are delighted to award Merck KGaA, Darmstadt, Germany, the Gold Display Component of the Year Award for its Liquid Crystal Materials for Ultra-Brightness FFS LCD,” said Wei Chen, SID’s Display Industry Awards Committee Chairman. “The Display Industry Awards are SID’s highest honor, presented to recognize the best display products or applications introduced to the market during the previous calendar year. On behalf of SID, we would like to commend Merck KGaA, Darmstadt, Germany’s ongoing commitment to innovation and to helping shape the future of display performance and solutions.”

The award-winning UB-FFS technology

With mobile devices, one of the greatest challenges is energy efficiency, and this is where the display plays a key role. UB-FFS technology exploits 15% more of the display’s backlight, thus lowering the energy required by the device by as much as 30%. The devices thus consume less power and battery lifetime is increased. In addition, UB-FFS supports the trend towards higher display resolutions. The new switching mode is already being used in many smartphones and tablet PCs.

UB-FFS technology from Merck KGaA, Darmstadt, Germany, received the [German Industry Award](#) in April and the [Meyer-Galow Prize](#) for business chemistry in November 2014.



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About the DIA:

The Display Industry Awards (DIA) are the most prestigious awards in the display industry. Each year since 1995, SID's international awards committee - comprising a distinguished panel of display luminaries - has honored the most innovative display products, components, and applications with the greatest promise of shaping the future of the display industry. This year's DIAs will be presented at the SID International Symposium, Seminar and Exhibition, also known as Display Week 2015 - the premier international gathering of scientists, engineers, manufacturers and users in the field of electronic information displays. Display Week 2015 will be held in June in San Jose, California. For more information on the DIAs or Display Week 2015, please visit: www.displayweek.org.

About SID:

The Society of Information Display (SID) is the only professional organization focused on the display industry. In fact, by exclusively focusing on the advancement of electronic-display technology, SID provides a unique platform for industry collaboration, communication and training in all related technologies while showcasing the industry's best new products. With more than 6,000 members worldwide, the organization's members are professionals in the technical and business disciplines that relate to display research, design, manufacturing, applications, marketing and sales. To promote industry and academic technology development, while also educating consumers on the importance of displays, SID hosts more than 10 conferences a year, including Display Week, which brings industry and academia all under one roof to showcase technology that will shape the future. SID's global headquarters are located at 1475 S. Bascom Ave., Ste. 114, Campbell, CA 95008. For more information, visit www.sid.org.

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Merck KGaA of Darmstadt, Germany, is a leading company for innovative and top-quality high-tech products in healthcare, life science and performance materials. The company has six businesses – Biopharmaceuticals, Consumer Health, Allergopharma, Biosimilars, Life Science and Performance Materials – and generated sales of € 11.3 billion in 2014. Around 39,000 employees work in 66 countries to improve the quality of life for patients, to foster the success of customers and to help meet global challenges. Merck KGaA, Darmstadt, Germany, is the world's oldest pharmaceutical and chemical company – since 1668, the company has stood for innovation, business success and responsible entrepreneurship. Holding an approximately 70% interest, the founding family remains the majority owner of the company to this day. Merck KGaA, Darmstadt, Germany holds the global rights to the Merck name and brand. The only exceptions are Canada and the United States, where the company operates as EMD Serono, EMD Millipore and EMD Performance Materials.