

**A-DATA Technology and SiPix Imaging, Inc. create the worlds first Secure Digital Card with an integrated e-paper display.  
Named 2007 *BEST OF INNOVATIONS* by Consumers Electronics Association**



**Las Vegas, January 4, 2007** – A-DATA Technology and SiPix Imaging, Inc. have created the first e-paper display embedded into a SecureDigital™ (SD) flash card. SiPix developed the e-paper display modules that A-DATA integrated into the memory card. The result is a world’s first in displays and SD media.

Dubbed *infoSD*, A-DATA developed this revolutionary technology with circuitry and software that allows their SD media to update the integrated display in real time using minimum space and energy. Even without a power source, users are still able to see the remaining storage space on their media thanks to the bi-stable nature of SiPix’s e-paper.

SiPix’s Microcup® is specifically designed for ultra low power, high visibility, and ruggedness that can fit in extremely small form factors. This patented technology along with its advanced roll-to-roll manufacturing capabilities means that SiPix is the only e-paper supplier that is capable of meeting the requirements for this competitive market.

Use of e-paper technology is a growing trend among electronics manufactures and integrating displays in consumer products adds both value and differentiation. A-DATA has again proven itself to be an innovator in a mature and competitive market by utilizing SiPix's e-paper technology.

The Consumers Electronics Associations (CEA), producers of International CES, has honored A-DATA’s *infoSD* the prestigious Best of Innovations Award for 2007. Products entered in this program are judged by a preeminent panel of independent industrial designers, engineers and members of the trade press to honor outstanding design and engineering in cutting edge consumer electronics products.

