



Leader in Patent Analysis and Transaction Advisory Services

Front-Lit Display

Patent Acquisition Opportunity

The information in this package is provided for the sole purpose of supporting the independent evaluation of these patents by prospective buyers, and does not constitute legal opinion or representation. Any discussion of the potential use of the patented inventions by particular products is for illustration purposes only and is not intended to be, nor should they be construed as, notice of, or any form of accusation of, infringement of any of the indicated patents by any products. In addition, the materials provided by GTT Group are copyrighted material and are intended for use by the receiving party solely for their use in determining whether to purchase the patents offered for sale by GTT Group and their participation in the sales process run by GTT Group.

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Front-Lit Display Patent Portfolio



Patents

One Issued US Patent and
One US Application

Relevant Markets

E-Reader Devices
Mobile Devices
Digital Signage

Evidence of Use

GTT Group has developed
market adoption materials
available under NDA

Offer Deadline

September 9th, 2014

Contact GTT Group

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Opportunity Summary

- GTT Group is exclusively representing the sale of one issued U.S. patent and one pending U.S. application. The patents disclose front-lit display technology currently being utilized in popular E-Reader devices offered in the market.
- E-Readers are currently the most prevalent use of front-lit displays, but mobile devices, wearables, display advertising are all expected to make use of the technology.
- Select parties will be presented the opportunity to review this portfolio.
- GTT Group has developed supporting market adoption materials that are available under non-disclosure, non-notice provisions.

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Front-Lit Display Market

- Back-lit LCD displays are common in television, laptop, smartphone and tablet displays where picture quality is one of the key features. However, these displays direct light into the eyes of the user making the experience uncomfortable over time.
- Front-Lit displays direct light at the display evenly distributing it across the screen.
 - This is a more comfortable user experience especially when users will be looking at the screen for an extended period of time.
 - It also offers comfortable viewing of an electronic screen in all types of light.

E-Reader

- E-Readers are the primary application of front-lit displays with the most popular E-Readers on the market offering this feature.
- The E-Reader market was worth approximately \$6B in 2013 and it is a critical component of the eBook market which was worth approximately \$5B in 2013.

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Front-Lit Display Market

Mobile Device and Wearables

- Major technology companies have been developing reflective displays for smartphones, tablets and wearables.
- These reflective displays use much less power than backlit LCD or OLED displays, which significantly improves battery performance.
- Reflective displays, which reflect the ambient light back to create an image work very well in bright light, but need to be front-lit to be visible in dim light conditions.
- It is expected that mass production of devices with reflective displays will likely occur within the next few years.

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Transaction Structure

Seller prefers an all-cash transaction.

Bidding Deadline

All interested parties should plan on placing an offer by September 9th, 2014.

Submitting an Offer

Offers should be submitted in writing from an authorized party stating the price offered and any material condition to closing.

Pricing

No price floor has been set. Seller reserves the right to accept any offer and refuse any and all offers in its sole and arbitrary discretion. GTT Group is able to provide value guidance to qualified interested parties.

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Non-Notice

Seller has agreed that the information provided to prospective purchasers throughout this sales campaign will not be used in any legal or administrative proceeding directed to enforcement of any patent associated with the Front-Lit Display Portfolio.

Evidence of Use

GTT Group is prepared to discuss market adoption and present claim charts to interested parties under Seller approved non-disclosure agreement.

Encumbrances

Encumbrances are available under NDA.