

THE VESA MONITOR

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■ VESA Opens Newest Office in Seoul; Regional VESA Facilities Support Growth, Build Global Presence

VESA has opened its newest office, the second international facility designed to support the organization's growing worldwide presence, including the importance of newly-defined international standards such as DisplayPort.

The new office in Seoul, Korea, was opened at the beginning of 2006 to coordinate VESA's participation in conference and events where the organization can provide speakers or exhibits that promote its value to Korean companies. The office also will coordinate membership meetings in Korea and oversee distribution of the VESA newsletter there.

As VESA continues its growth worldwide, the organization is expanding its presence in key regions by opening offices designed to facilitate regional contacts and support conference and trade events in which VESA participates. VESA membership growth is estimated to range between 15 percent and 25 percent this year, following significant expansion of almost 40 percent over the past two years – and much of the growth is coming from Japan and Asia, according to Bill Lempesis, executive director.

"Supporting international members, and gaining regional and local feedback on VESA activities as they pertain to specific geographic areas is a vital objective for these offices," said Lempesis. "More than one-third of VESA's members are located outside of North America now, and these offices are becoming an integral part of our efforts to meet the needs of its international membership."

In the first quarter of 2006 the next VESA international office is expected to open in Taiwan. It will serve the same basic functions as our other satellite offices: identifying potential new members, representatives of the media and analyst communities, and other trade associations who can work with VESA to accomplish our goals.

The first satellite office was created in Tokyo in 2000, to serve the increasing numbers of Japanese-based members of VESA, promoting regional contacts and serving as a base location for coordinating trade show and conference efforts.

VESA is also exploring the potential for a new office in China, with a decision due sometime in 2006.

■ VESA Sets Strong Presence at International CES, 2006

The International Consumer Electronics Show in January set new attendance records, with more than 2,500 exhibitors and more than 150,000 attendees from around the world. And VESA made its most significant footprint ever on the CES floor this year.

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A total of 33 VESA member companies exhibited, a new record for VESA attendees, and they all enthusiastically displayed VESA membership signs. Among the best represented VESA companies: the mounting manufacturers, who are now featuring the VESA Mounting Compliance logo in their booth graphics, in their product literature, and on their retail packaging. Meetings with members at CES confirmed their support and enthusiasm for the growth, support and strong commitment to new standards development and aggressive marketing that VESA has shown in the past several years.

“The VESA members at CES this year were very excited about the progress of the organization, the completion of important new standards, and the benefits of membership – and they were glad to show it by displaying the VESA membership signs in prominent locations in their booths,” said Brian Eble, VESA marketing. “It is clear that VESA has now become one of the most recognized trade associations represented at the Consumer Electronics Show.”



33 member companies proudly displayed the VESA Member Company sign in their booths. Peerless Industries, a leading flat panel and projector mount manufacturer displays the VESA Member Company sign directly under the display of their newest pull out swivel SmartMount™ SP850.

The CES show floor was packed with executives from the consumer technology, broadcasting, cable, content, engineering, financial, motion picture, music and numerous other industries. Show attendees heard from technology industry visionaries and viewed a strong group of new products and technologies in audio, accessories, emerging technology, home networking, home theater, mobile electronics, video and wireless.

“The 2006 International CES was a success in every sense of the word,” said Gary Shapiro, president and CEO of CEA. “From the international audience, major media and



Mount companies AVF and Premier both released new retail packaging at CES that featured the VESA Mounting Compliance logo.

top buyers in attendance to the top-notch keynotes and conferences, government leaders, entertainment superstars and exhibitors, the 2006 International CES shifted from simply a tradeshow to a major global event.”

The 2006 International CES set several major show records including number of attendees at more than 150,000 and exhibit space at 1.67 million net square feet of space. CES again proved that it is truly the international center of the digital world as it drew more than 23,000 international attendees.

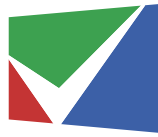
■ VESA Membership Expands by 30 Percent in 2005; New Members Cite Success with Standards Development, Marketing Outreach

VESA membership took a dramatic leap in 2005, as companies from Asia, Europe and North America have joined or re-joined in order to take part in an expanded set of standards-creation and global marketing efforts.

In December 2004, membership reached 100, and now tops 135, with more growth anticipated in calendar 2006, according to VESA officers.

Increases in membership are distributed globally, and include large multinational organizations as well as small, entrepreneurial companies.

VESA Chairman Ian Miller of Samsung attributed the expansion in membership to the association’s success in setting up processes and timetables for standards



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development that are inclusive, efficient and dependable. He cited the experience with the comprehensive DisplayPort initiative as one of several efforts that have helped spur interest in VESA.

“The DisplayPort promoter group developed its interface proposal on time, and delivered to VESA as scheduled,” said Ian Miller, VESA chairman. “It was a smooth, open process that benefits the entire industry, and represents just one of the many successes that our standards organizations and task groups have accomplished over the past year.”

Also important was the effort to develop a Mounting Compliance specification, which has led most of the leading mounting equipment providers to join VESA.

“During the past year, and before, we at VESA have focused clearly and resolutely on our core mission, the development and completion of standards that help move the industry in a positive direction,” said Bill Lempesis, executive director. “The results we have achieved in our standards development effort have been reflected in the membership increase.

VESA has also put in place a set of programs that reach out to companies around the globe, including the visit in early October of a VESA delegation to Tokyo, Seoul and Taipei. Led by VESA Vice Chair Bob Myers of Hewlett Packard, the trip was designed to update industry leaders, analysts, and members of the electronics media about DisplayPort and other important VESA initiatives.

■ **VESA Offers Support to Connections 2006**

For the third straight year VESA has offered its support to Connections. Now in its tenth year, CONNECTIONS™: The



Digital Home Conference and Showcase, produced by Parks Associates in partnership with the Consumer Electronics Association, is the largest executive conference and

showcase dedicated to advanced digital lifestyle solutions for residential and mobile environments.

VESA has been an active supporter of the event for the past three years. In its 10th year, Connections expects to draw over 850 attendees and more than 90 sponsoring companies. The Digital Home Conference and Showcase will be held May 2-4, 2006 at the Anta Clara Convention Center in Santa Clara, CA. For information on attending Connections please go to www.connectionsconference.com.