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PRESS RELEASE

Kent Displays Forms Improv Electronics, Launches Boogie Board™ LCD Writing Tablet

Kent, OH, January 21, 2010: - Kent Displays announced today the forming of Improv Electronics, a new business unit focused on development and sales of consumer electronic products. The products will utilize Kent Displays revolutionary Reflex™ no power LCD technology.

The first product sold under the Improv Electronics name, the Boogie Board LCD Writing Tablet, is now available. This product is the first paperless writing tablet to utilize a pressure-sensitive Reflex LCD for the writing surface. While most other LCDs are made on glass, the Reflex LCDs used in Boogie Board tablets are made of impact-resistant, flexible plastic. They are mass produced exclusively in the U.S. on the world's first roll-to-roll line for fabrication of flexible LCDs.

Because all Reflex LCDs are reflective and bi-stable, the Boogie Board tablet requires no power to generate or retain an image, and only a small amount to erase (supplied by a small watch battery, which will execute over 50,000 erase cycles). At a retail price of \$29.97 USD, the Boogie Board tablet's cost per erase is 15 times less than the per sheet cost of paper in a comparable steno notepad.

Written and graphic images are created with an included stylus or any other instrument that will apply the desired pressure (even a finger nail). Unlike traditional LCDs that have a poor response to pressure, the Boogie Board's Reflex LCD is highly responsive to variable amounts of pressure. This allows different line thicknesses to be easily created (great for sketching) and provides a writing experience very similar to paper and pencil.

Part of Kent Displays' Push Green™ initiative, the Boogie Board tablet provides a highly-effective vehicle to reduce everyday paper consumption. While most reduction strategies have focused on computer-related activities, an equally significant amount of paper is used for everyday writing tasks such as writing memos, jotting down ideas, making reminders/lists, practicing handwriting/arithmetic (young children), playing games, drawing pictures, and diagramming plays (coaches). The paperless Boogie Board tablet can be used for all these activities, replacing memo/note pads and sticky notes in the home, office, school, car and field. It also replaces chalk, magnetic and dry erase boards. Like all the above writing and drawing mediums, the Boogie Board tablet consumes no electrical energy to produce an image.

OEM versions of the Boogie Board tablet for integration into third party devices (e.g., computer keyboard) will also be sold.

About Kent Displays

Founded in 1993, Kent Displays, Inc. is a world leader in the research, development and manufacture of Reflex No Power LCDs for unique, sustainable applications including electronic skins, writing tablets, smartcards and eReaders.

For more information about Boogie Board LCD Writing Tablets, go to www.myboogieboard.com

Become a Boogie Board fan on [facebook](https://www.facebook.com/myboogieboard) and follower on [twitter](https://twitter.com/myboogieboard).

For more information about Kent Displays or Improv Electronics, go to www.kentdisplays.com or contact us at info@kentdisplays.com.

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