

**ATP - From Elsicon's Perspective**  
*Optically Controlled Alignment Materials  
for Liquid Crystal Displays*

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Presented at  
ATP Organic Electronics Technologies Workshop  
ATP 1998 Fall Meeting  
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Atlanta, Georgia



**OUTLINE**

- ATP's impact on Elsicon
- Pre-ATP days
- The proposal
- Oral review
- Program execution
- Post-ATP
- Summary



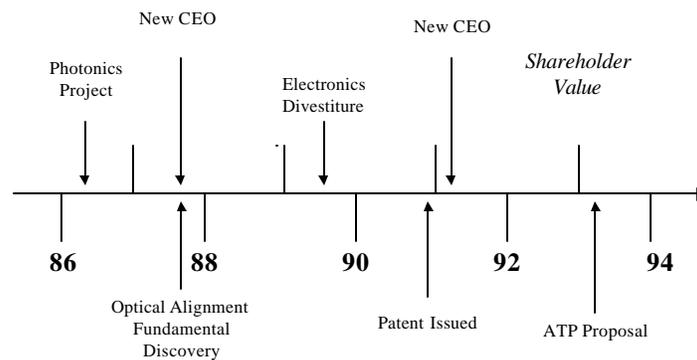
## ATP's Impact The Bottom Line

**No ATP        No Elsicon**

Elsicon's plan is to reach \$40M+ revenue in 2003 from sales of OptoAlign™ materials and equipment plus licensing fees/royalty.



## Pre-ATP R&D in a Changing Business Environment Hercules



## **The Proposal** **For You to Win**

- Understand ATP mission and requirements
  - Attend Workshop
  - Read Proposal Preparation Kit
- Follow instructions exactly
  - Address all issues
  - Use suggested format
- Study past winning proposal if available
- Identify commercialization requirements
- Review with senior management
- Plan to complete the proposal a few days before the deadline



## **Oral Review** **For You to Lose**

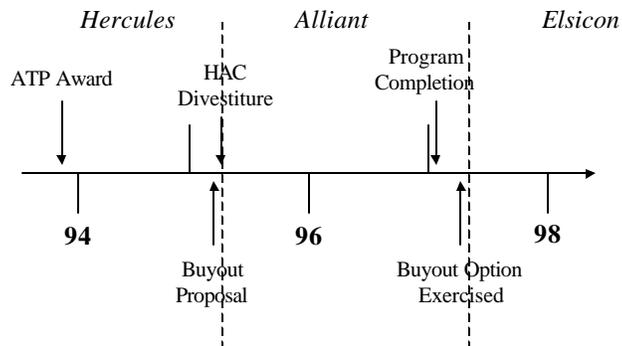
Be prepared for an intense, non-stop, grueling session!

- Update program status
- Organize internal review panel
- Select team members
- Practice, practice
- Rest well the night before



## **Program Execution**

### **Hercules - Alliant**



## **ATP Program Office**

**We Want to Help You Succeed!**

### **Management**

- Did not micro-manage
- Required minimal paper work
- Funded supporting program at NIST
- Helped networking
- Demonstrated flexibility

### **Supporting Functions**

- Prompt payment
- Professional PR staffs



## Accomplishments under ATP

### Technical

- Developed proprietary materials and processes for LCDs
- Established testing capabilities
- Demonstrated broad-based applications in 8-bit gray scale memory, diffractive optical components, and phase compensator
- Filed 9 patent applications worldwide to-date, 3 U.S. patents issued

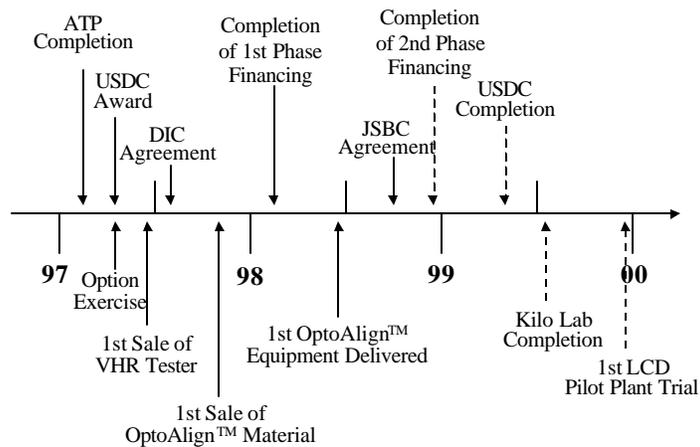
### Business

- Founded a new corporation - Elsicon, Inc.
- Positioned as a leader in non-rubbing optical alignment
- Initiated negotiation with marketing/sales partners in Japan
- Competed and won USDC manufacture infrastructure contract



## Post-ATP

### Technology Commercialization



## **Summary**

- Optical alignment technology has advanced from laboratory discovery to product development.
- Elsicon is leading the worldwide competitive race to commercialize optical alignment technology for LCD manufacture.
- Elsicon's number of employee has increased from 6 to 10 in 1+ year.
- Elsicon has initiated study on other related organic electronic/photonics technologies and markets.

