

# Corporate Overview

Prysm, Inc. has invented an exclusive display platform and technology called Laser Phosphor Display (LPD). With this platform, the company provides a suite of solutions that deliver truly immersive experiences for companies who want their customers to enjoy stronger and more engaging connections to their brands. Compared to traditional technologies, LPD produces brilliant, lifelike and lifesize moving images that deliver unmatched Digital Engagement while offering the lowest cost of ownership and meeting the highest standards of environmental impact.

Today, LPD tiles can be organized in any size or shape to support a wide range of solutions for a variety of commercial markets. Prysm is also hard at work reinventing the future of consumer entertainment experiences.

Prysm is a privately held company with 160 employees worldwide. Headquartered in San Jose, California, the company has sales offices in New York, Los Angeles, San Jose, London and Dubai.

## Key Announced Customers and Channel Partners

- American Eagle Outfitters
- People's United Bank
- CNBC
- Network of 30 Worldwide Channel Partners



## Company Highlights

### Key Product Solutions

- ▶ 209" diagonal "Digital Spectacular" creates engaging brand experiences in Corporate lobbies. Operating on 1,200 watts this video wall uses less power than a common household hair dryer.
- ▶ 85" diagonal and 7-foot tall "Digital Kiosk" (shown below) creates an immersive retail experience. Runs on 300 watts; less than a consumer kitchen blender.
- ▶ 77" diagonal and 7-foot tall "Digital Mannequin" (shown below) engages retail or sports customers in consumer brands at human scale.
- ▶ The portable frame and tile can be easily stacked and organized into any size or shape, making it a great fit for the rental and staging markets which target live entertainment events, trade shows and conferences.
- ▶ 150" diagonal high-definition "Video Wall" targeting the consumer market will deliver immersive television, video gaming, telepresence, and web experiences.

## Platform Advantages

### 1. Lifelike Images

- ▶ High resolution (1.6mm dot pitch) and brightness (600 nits)
- ▶ Very wide viewing angle (178 degrees)
- ▶ Automatic image uniformity across products and solutions

### 2. Freeform Customer Design of Size and Shape

- ▶ Display can be lifesize or any size
- ▶ Displays can be organized into any shape, even curved
- ▶ Video building blocks are nearly seamless when put together (.25 mm)

### 3. Low cost of ownership, while meeting the highest standards of environmental impact

- ▶ Up to 75% less energy required than competitive technologies
- ▶ No special power or cooling infrastructure is required, just plug into a standard wall outlet
- ▶ Long life; 60,000 hours (7 years operating 24/7)
- ▶ Low impact green manufacturing



## The Market

The global Commercial display market is expected to exceed \$12B (14M units) in 2011. Prysm is initially focusing on large format applications which are projected to be \$5B in 2011. By 2014, the company expects to address the \$172B Consumer market, focusing on large video walls (>100" diagonal).



## Target Market Segments

- ▶ Retail (Financial Services, Clothing, Restaurants, Big Box, Home Improvement, Wireless Telecom)
- ▶ Sports (Arenas and Stadiums)
- ▶ Corporate Spaces (Branded Lobby Spectaculars in Fortune 1000 HQs, Key Regional Offices, Customer Briefing Centers)
- ▶ Broadcast and Studios (e.g. CNBC)
- ▶ Rental and Staging for events (Awards, Concerts, Conferences, Trade Shows)
- ▶ Transportation Centers (Advertising, Wayfinding)
- ▶ Collaboration Rooms (Design, Telepresence)
- ▶ Control Rooms (Security, Systems Monitoring)
- ▶ Consumer Home Video Walls

## Competition

The competition includes LCD, Plasma, LED, as well as various combinations of front and rear projection. All face challenges requiring trade-offs between size, shape, image quality, product cost as well as cost of ownership (including power requirements and in some cases consumables such as bulbs) and performance over lifetime.

LCD and Plasma suffer from an over-riding problem – High CapEx requirements. As an example, Gen 10 factories required for 61" LCD and Plasma panels cost greater than \$5B each, creating a huge barrier to entry and to profitability.

## Quick Company Facts

### Management Team

Amit Jain, Founder, President & CEO, BOD member  
 Dr. Roger Hajjar, Co-Founder, CTO, BOD member  
 Fred Forsyth, VP Operations, BOD member  
 Dana Corey, VP Global Sales  
 Jasbir Singh, VP Finance

### Board of Directors

Yatin Mundkur, Artiman Ventures  
 Tim Wilson, Partech International  
 Heidi Roizen, Independent

### Intellectual Property

Prysm, Inc. has invented a new display platform based on the Laser Phosphor Display (LPD) technology that it owns entirely. 177 Patents filed, 26 issued, 6 exclusive licenses plus several trade secrets and deep know-how.

Counsel: Wilson Sonsini Goodrich Rosati

### Milestones

Prototype: Q3 2008  
 Manufacturing Partner: Q3 2009  
 Technology and Company Launch: Q2 2010  
 Mass Production: Q1 2011

### Contact Information

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