

Luxury Phosphor Watch Debuts with E Ink Display

Hong Kong, China – December 12th, 2007 – Art Technology Ltd announced today the launch of its Phosphor™ branded luxury chronometers, featuring a dual Analog-Digital wristwatch using E Ink's electronic paper display technology.

Phosphor™ is an emerging brand in the luxury timing industry that marries sharp design with next generation technology. The Phosphor E Ink watch represents its first line of fashion watches.

The gleaming metal case features a bold geometry, generously oversized buttons and knobs, and a luxuriously thick strap. However what makes the Phosphor E Ink watch truly unique is that the entire watch dial is an E Ink Vizplex™ electronic paper display.

The E Ink technology depicts digital time with the look of electronic paper and can be read accurately and instantly from any angle – vastly improving on dull liquid crystal displays (LCDs) that typify previous digital watches. The customizable dial allows the owner to select among styles, from the precise detail of full numerals and indices to the simplicity of no markings all.



Phosphor watch utilizes E Ink display to enable customizable watch dials

“The phosphor watch with the ink on paper look E-INK display has a significantly better viewing angle than watches with typical Liquid Crystal displays, and a much better contrast in high brightness situations than any emissive display” said Chris King, SID Fellow, and co-founder of Planar Systems.

Previous luxury watches using E Ink displays have been limited to small editions and priced at \$2,000 or more. Art Technology is selling this watch directly from its website at

www.phosphorwatches.com for \$250 – affordable for any watch enthusiast who will enjoy the combination of luxury and convenience of the analog-digital Phosphor E Ink watch.

E Ink's cutting edge Vizplex film based electronic paper technology enables a new generation of watch devices with the following display benefits:

Ultra High Contrast: The display is made up of pure black and pure white particles, which allow the same contrast as found on a printed page; more than twice the contrast, of a conventional LCD panel. It can be easily read in either bright sunlight or in dimly lit environments.

Low Power Consumption: Since the display is readable under very low light conditions, no backlighting is required. The display also has an inherently stable 'memory effect' that requires no power to maintain an image. For these reasons, battery life can be extended.

Wide Viewing Angle: With a viewing cone of 180 degrees, the electrophoretic technology overcomes the disadvantages of conventional displays when it comes to off-axis viewing. Together with its high contrast, it allows the user to read the time at a glance from any angle.

ADDITIONAL INFORMATION

About Art Technology Limited

Art Technology is a private Hong Kong based company that partners world-class watch production with sharp design utilizing emerging technologies. It currently markets these new watches under the Phosphor™ watch brand.

www.phosphorwatches.com

media contact: Art Technology
2892 N. Bellflower Blvd., Suite #485
Long Beach, CA 90815
T: 310.721.2624
pr@phosphorwatches.com

About E Ink Corporation

E Ink Corporation is the world's leading supplier of electronic paper display (EPD) technologies. E Ink's technology is ideal for many consumer and industrial applications spanning handheld devices, eBooks, PC-accessories, watches, clocks, and public information displays and promotional signs. E Ink is a private corporation that includes among its investors and strategic partners The Hearst Corporation, Intel Capital, Motorola, Inc., TOPPAN Printing Company, First Albany Technology Ventures, Solstice Capital and Air Products and Chemicals, Inc. E Ink news can be found at: www.eink.com.