



# Introducing DisplayLink

## Company Fact Sheet

- **DisplayLink's network graphics technology allows more flexible connections to be made between computers and monitors**
- **The DL-120 and DL-160 chips are the first chips available from DisplayLink and allow up to 6 additional displays to be connected to PCs over a USB 2.0 connection**
- **DisplayLink's technology is the first serious contender to the VGA cable, especially for notebook PCs**
- **DisplayLink chips have been embedded into a variety of products, including notebook docking stations and LCD monitors, by tier-1 PC peripheral companies**

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### Summary

DisplayLink's network display technology is changing the computer display industry by making the benefits of expanded visual workspace available to everyone. The company's technology connects computers and displays using USB and Wireless USB, allowing multiple displays to be easily connected to a single PC.

The company is a venture-backed, privately owned fabless semiconductor and software firm with headquarters in Palo Alto, California, and a development office in Cambridge, UK. The company also has sales and support personnel in Japan and Taiwan.

### Website

[www.displaylink.com](http://www.displaylink.com)

### Management

Hamid Farzaneh, President & CEO  
Dennis Crespo, Executive VP, Marketing and Business Development  
Michael Ledzion, Executive VP & Acting CFO  
Tom Foster, Vice President of Worldwide Sales  
Scott Tandy, Vice President of Strategic Marketing  
Dr. Andy Fisher, Chief Technologist, Hardware  
Dr. Tim Glauert, Chief Technologist, Software  
Adrian van den Heever, VP, Strategic Engineering and IP  
Jonathan Jeacocke, VP Engineering  
Sue Gibson, Director, Human Resources

### DisplayLink Technology

The DisplayLink technology is composed of Virtual Graphics Card (VGC) software on a PC and a high-performance Hardware Rendering Engine embedded or connected to a display device. The DisplayLink approach is unique because it is content agnostic, has very low latency for great interactivity, can be adapted to any operating system, is very easy to use, and can be integrated into a wide range of PC peripheral products at a low cost.

#### *VGC Software*

DisplayLink Virtual Graphics Card (VGC) software is based on a proprietary adaptive graphics technology that provides highly interactive graphics content, smooth DVD playback, and crisp high-resolution graphics. VGC software runs on a Windows or Mac OS (March 2008) host PC and takes information from the graphics adapter and compresses the changes to the display from the last update and sends it over any standard network including USB, Wireless USB, Ethernet, and Wi-Fi. After receiving the data, the HRE then transforms it back into pixels to be displayed on the monitor.

#### *HRE Semiconductors*

DisplayLink's DL-120 and DL-160 semiconductors power USB network display devices including monitors, USB graphics adapters, universal notebook docks and projectors. These Hardware Rendering Engine (HRE) devices are embedded into display products to allow them to connect via USB 2.0 to a PC. This solution combines the graphics quality of a VGA or DVI cable with the ease of a USB device. These chips have also been used to demonstrate DisplayLink connected displays over wireless USB, Ethernet, and Wi-Fi interfaces.

## Market Impact

DisplayLink's technology revolutionizes the way that computers connect to monitors and is the first serious contender to the VGA/DVI cable in terms of ease of use, ubiquitous connection interface, and image quality. The market for the company's products leverages increasing demand for computer monitors in new applications like signage, or in new locations like the home.

## History

DisplayLink was founded in 2003 by Dr. Quentin Stafford-Fraser (co-inventor of the webcam) and Martin King (inventor of T9 predictive text messaging), who both share a vision to free displays from the constraints of the VGA cable.

The company was originally called Newnham Research and derives its name from its original location in Cambridge's Newnham village, a global hotspot for research and development. Newnham Research was renamed DisplayLink in November 2006. To date, DisplayLink has raised \$51 million in financing from leading global venture capital organizations Atlas Venture, Balderton Capital, DAG Ventures and DFJ Esprit.

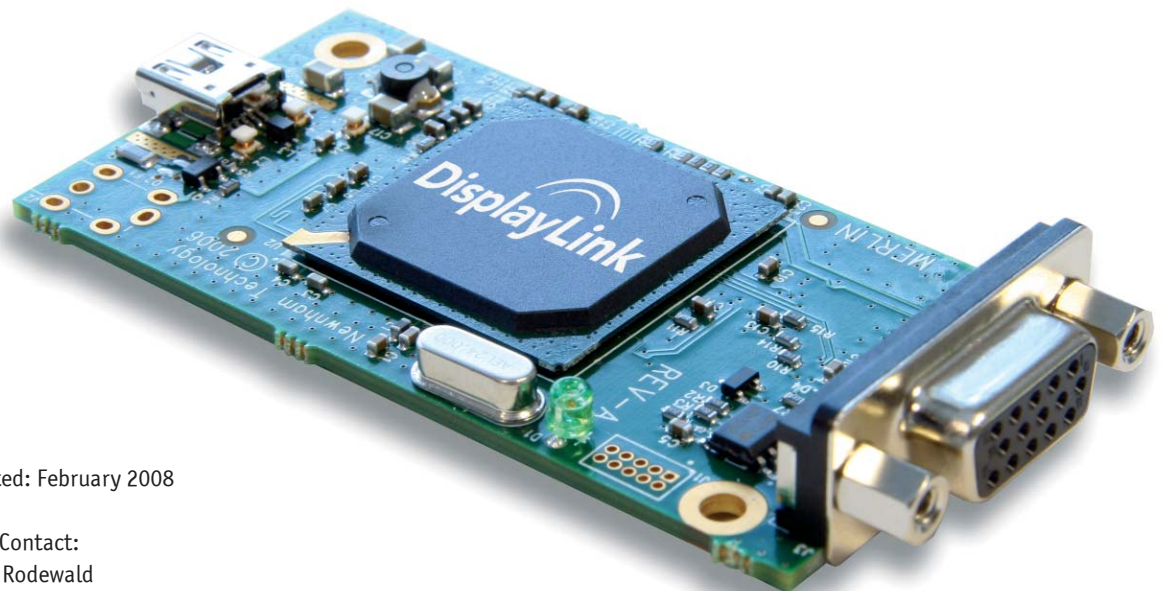
## Target Customers

- PC OEMs (original equipment manufacturers)
- PC accessory companies
- Monitor, projector, and display companies

## Announced Customers\*

- IO-Data
- IOGEAR
- Kensington
- LG Electronics
- Samsung Electronics
- Sony
- Toshiba Computers

\*As of February 2008



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