



DatImage and siOPTICA cooperate to bring the Latest Privacy Technology to the Market

Break-through display technology being shown at Embedded World Show

Taipei/Jena – February 17th 2016 – Taiwan based DatImage Corporation and Germany based siOPTICA GmbH signed a cooperation agreement. Both companies join forces to revolutionize the market for visual privacy.

DatImage Corporation is a leading display solution provider of small displays up to 21.5” which are used in POS and payment devices and also in the automotive industry.

SiOPTICA is a leading provider of solutions for visual privacy.

Together both companies have developed a 7” display with built-in privacy-on-demand feature. The display will be shown at the DatImage booth (hall 1, booth 1-169) at Embedded World Show taking place in Nuremberg, Germany from 23-25 February 2016.

This novel device allows switching between a privacy and a non-privacy mode just by pressing a button or clicking on a software icon. There is no need any more for separate privacy filters. Unlike with traditional privacy filters, the privacy mode of this new display technology completely blocks unauthorized side views from oblique angles in order to bring proper security for secure transactions, such as PIN entries or online banking functions.

Target applications for the 7” screen are, inter alia, payment and POS terminals, mobile devices and other secure use cases. While the display can be used for standard tasks that shall be visible in non-privacy mode to multiple viewers, the privacy mode brings the right visual security to conduct secure transactions and avoid unwanted sneak-views.

“The new technology provided by siOPTICA to DatImage is a big differentiator which allows us to bring even greater benefit to our clients. We were fascinated by the siOPTICA technology and see a huge market potential”, says Phil Yu, CEO of DatImage. “We are looking forward to bringing this excellent technology to the market.”

„The cooperation with DatImage is a great step ahead for siOPTICA. DatImage, as a well positioned and established LCM manufacturer, brings both the manufacturing as well as the sales capacities to drive our privacy-on-demand solutions into various market segments.” stated Dr. Markus Klippstein, Managing Director and Founder of siOPTICA.



About siOPTICA:

siOPTICA GmbH was founded in 2013 in Jena/Germany with the goal to establish innovative and special solutions in the market, primarily in the field of optics. The company offers technologies in the field of privacy filters that can screen data from unauthorized views, whereas the company's products do not suffer from the state-of-the-art brightness loss and furthermore they offer different modes of operation. siOPTICA's solutions offer great advantages in the fields of ATM/ Banking/ Retail/ Payment terminals, logistics/secure access, data security as well as consumer electronics.

siOPTICA is a member of the global ATM Industry Association „ATMIA“ as well as in the photonics network “Optonet e.V.”.

siOPTICA recently has been awarded with a Red Herring 2015 Top 100 Europe award.

More information about siOPTICA can be found under www.sioptica.com

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About DataImage

DataImage is a manufacturer of LCD (Liquid Crystal Display) modules, established in 1997. Currently, DataImage has manufacturing strongholds in Taiwan and China and has a concrete blueprint to expand its core business, LCM manufacturing, over the next five years. DataImage is recognized as one of the most progressive companies in this industry. The company offers a broad range of LCD modules, including mono LCM, I & I LCM (Intelligent and Integrated LCM) and color LCM, in which it provides extensive and complete solutions based on customer needs.

More information is available under www.dataimage.com.tw

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