

# ZBD Displays Ltd strengthens Board of Directors with Former CTO of Kodak

Submitted by: ZBD Solutions

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ZBD Displays Ltd, the leader in epaper electronic pricing and information display systems, announces the appointment of Jim Stoffel to its Board of Directors. A well known member of the high tech industry, Stoffel brings with him a wealth of experience and will work with the Executive Team to steer the strategic direction of the company as it prepares for public market entry.

Stoffel joins the ZBD (<http://www.zbdsolutions.com>) Board as it is poised to accelerate its growth within both the retail sector and other vertical markets. His appointment follows the recent announcement that the company has secured an additional \$36 million of investor funding. ZBD has experienced near 400% growth year-on-year for the period 2008-2011 and has forecast revenues of \$50million for FY 2012.

Currently a General Partner of Trillium International, a private equity company managing investments in technology companies in the USA and Europe, Stoffel also holds several other senior-level positions including the Lead Independent Director of Aviat Networks, Santa Clara CA; Board member of Harris Corporation, Melbourne FL, USA; and Chairman of the Technology Board at the Applied Science and Technology Research Institute (ASTRI), Hong Kong China's lead technology development organization.

Stoffel has previously served as an international senior advisor to multiple private equity companies and was Chairman and CEO of a Trillium Group portfolio company. He was also Chairman of the Board of the Information Technology Industry Council, Washington DC. Prior to these roles, Stoffel served as Sr. Vice President, Director of R&D worldwide, for Eastman Kodak and was "Kodak's first Digital CTO" during his eight years there. He also had responsibility for multiple "emerging new business units" and Kodak Ventures. Before joining Kodak in 1998, Stoffel was with Xerox Corporation for over 20 years, where he worked extensively in the Far East.

Stoffel is a Magna Cum Laude graduate of the University of Notre Dame, and recipient of an MS and PhD in Electrical Engineering from Syracuse University, where he was an NDEA Fellow. He holds over 28 US patents, and is the author / editor of a college reference book on image processing. He is a Fellow of the IEEE, an Emeritus Member of the Industrial Research Institute, and recipient of multiple society awards.

On joining ZBD (<http://www.zbdsolutions.com>), Stoffel said, "The ZBD solution, combining one-of-a-kind display, wireless, and networking technologies into a low-powered, robust solution is exceptionally unique. Furthermore, the applications of this platform in retail and other sectors presents ZBD with very large business opportunities. I am extremely excited to be joining the ZBD team."

Commenting on the announcement, Shaun Gray, ZBD CEO said, "Jim will be a significant asset to ZBD as we look to accelerate the growth of the business. His experience and skills will elevate the capabilities of our company as we look set to extend our reach further into retail and paper replacement solutions across multiple vertical markets."

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Notes for editors

About ZBD (<http://www.zbdsolutions.com>):

ZBD (<http://www.zbdsolutions.com>) is a leader in the design and supply of electronic shelf edge labels and associated software solutions for the global retail industry. The company has developed the next generation of LCD, creating high-contrast bistability that requires no battery power to retain its image. ZBD's range of epaper displays provides retailers with a total store solution and the ability to manage and update pricing, product and promotional information at point of purchase, dynamically.

Formed in 2000 out of QinetiQ, ZBD is a pioneering company with its own R & D, full IPR and scalable manufacturing processes that enable it to deliver an epaper solution with practical commercial advantages for retailers.

For further information on ZBD, visit <http://www.zbdsolutions.com>.

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