

## Russ Wilcox to Speak at May PRA Luncheon



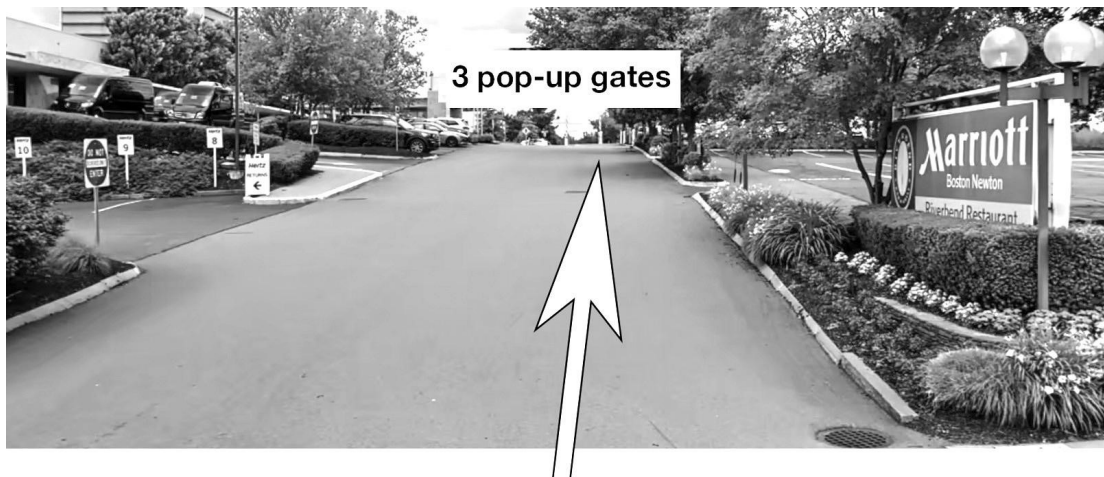
Russ Wilcox is the co-founder and former CEO (2004-2009) of E Ink Corporation. E Ink was co-founded in 1997 by Russ along with MIT undergraduates JD Albert and Barrett Comiskey, MIT Media Lab professor Joseph Jacobsen and Jerome Rubin (Lexus Nexus co-founder).

E Ink (Electronic Ink) is a brand of electronic paper display technology used in mobile devices such as e-readers (Kindle / Nook), digital signage, smartwatches, mobile phones and electronic shelf labels. Electronic paper differs from screens typically found in computers and smartphones in that it is a reflective technology that, like paper, uses natural light rather than backlit technology that needs a light source. This results in much lower power consumption compared to conventional LCDs. Russ will describe the chemical basis for the E Ink technology and describe the path to commercialization.

Russ focused his efforts in the early days on financing and business strategy. He led the efforts to partner with Philips in 1999 to develop and market the technology. Philips sold the electronic paper business as well as its related patents to one of its primary business partners, Prime View International (PVI), a Hsinchu, Taiwan-based manufacturer.

On June 1, 2008, E Ink Corp. announced an initial agreement to be purchased by PVI for \$215 million, an amount that eventually reached US\$450 million following negotiations. E Ink was officially acquired on December 24, 2009. The purchase by PVI magnified the scale of production for the E Ink e-paper display and its end-use products appear in various guises, e.g., as Bookeen, COOL-ER, PocketBook, etc.

Russ graduated from Harvard College with a degree in Applied Mathematics and was a Baker scholar at the Harvard Business School. Russ also co-founded Piper Therapeutics and Trans Atomic Power and is currently a partner at Pillar VC.



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