



## PRESS\_RELEASE

### Displax® in Russia

## The Russian market of information technologies grows 10 times more than in western countries

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Displax® wants to enter the Russian market and therefore it will be present in the exhibition "Portugal, More Than You Imagine" to close a deal with a local associate and begin its implementation in Russia.

"It's an important step, evaluating the Information Technology in the Russian Economy which is 2% in 2007 and the exportation of important technology will surely grow between 15 to 20% in the value of 2,5 hundred, thousand dollars", said Miguel Oliveira, EDIGMA.COM CEO.

The "Electronic Russia" programme is very keen on IT products therefore Displax® is in a great position.

The programme takes place from 2002 to 2010 and the objective is the adaptation of public and private sectors to international standards and to gain foreign investment in the value of 2, 4 billion dollars.

"We are aware of the growth rate of IT in Russia, which is 10 times more when compared to Western European markets and this week we will close a deal with a local partner", said the CEO.

The IT Russian market will grow and develop in a dynamic way in the next 10 years, reaching a dimension of 40 to 80 billions dollars.

"Russia has made high investments in IT areas like its financial sector, governmental and production, but the boom in health, education and energy is still to come", said Miguel Oliveira.

The "DISPLAX® Interactive Window" is similar to a glass shop window but showing contents with which people can interact, using their fingers, selecting and pressing virtual buttons. The technology is projected on the glass displays with holographic and transparent characteristics, making any shop window attractive and dynamic.



## The exhibition “Portugal, More Than You Can Imagine”

Displax® will be present at the exhibition “Portugal, More Than You Can Imagine”, promoted by ICEP - Portugal and inaugurated by the First Minister of Portugal, José Sócrates. The exhibition will be present in Moscow, until 30<sup>th</sup> of May 2007.

The exhibition’s goal is to show the Russian market that Portugal invests in innovation, creativity and solutions adapted to customers’ needs.

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