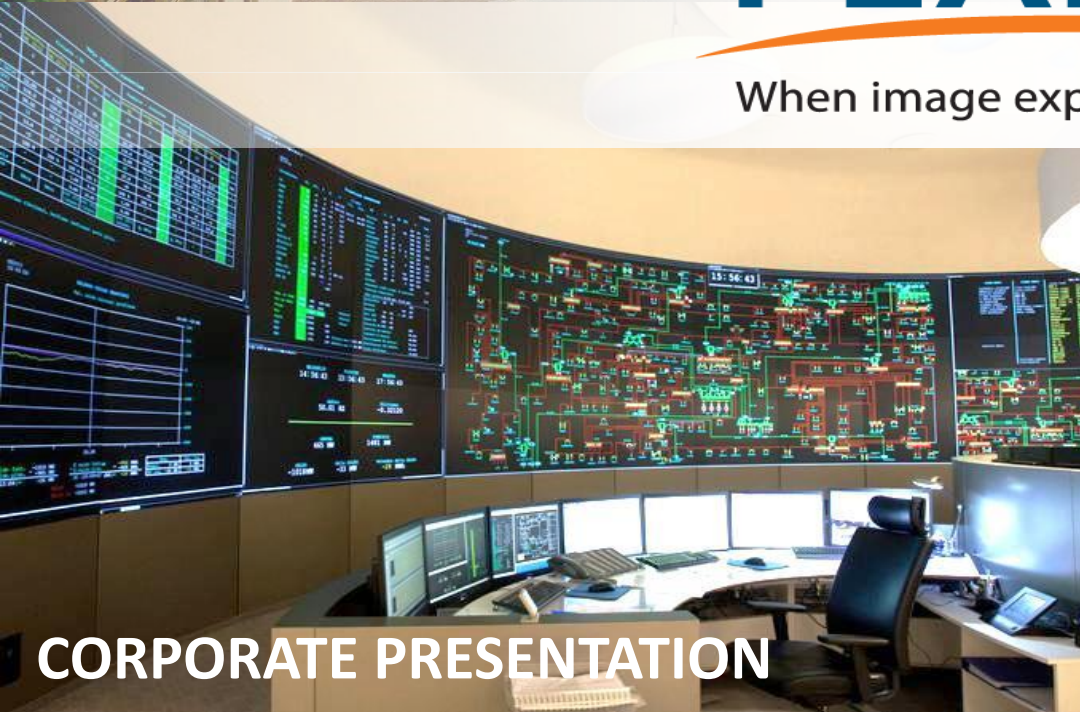




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CORPORATE PRESENTATION



OCTOBER 2014

Important Cautions Regarding Forward-Looking Statements

This presentation contains “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995 relating to Planar’s business operations and prospects, including statements under the “Business Outlook” heading relating to the Company’s expected revenue growth, revenue range and non-GAAP income per share range for fiscal 2014, and the Company’s expected revenue growth, total revenue range and non-GAAP income per share range for the fourth quarter of fiscal 2014. These statements are made pursuant to the safe harbor provisions of the federal securities laws. These and other forward-looking statements, which may be identified by the inclusion of words such as “expects,” “anticipates,” “intends,” “plans,” “believes,” “seeks,” “estimates,” “goal” and variations of such words and other similar expressions, are based on current expectations, estimates, assumptions and projections that are subject to change, and actual results may differ materially from the forward-looking statements.

These statements are not guarantees of future performance and involve certain risks and uncertainties that are difficult to predict. Many factors, including the following, could cause actual results to differ materially from the forward-looking statements: poor or weakened domestic and international business and economic conditions; changes or reductions in the demand for products in the various display markets served by the Company; any delay in the timing of customer orders or the Company’s ability to ship product upon receipt of a customer order; the extent and timing of any additional expenditures by the Company to address business growth opportunities; any inability to reduce costs or to do so quickly enough, in either case, in response to reductions in revenue; adverse impacts on the Company or its operations relating to or arising from any inability to fund desired expenditures, including due to difficulties in obtaining necessary financing; changes in the flat-panel monitor industry; changes in customer demand or ordering patterns; changes in the competitive environment including pricing pressures, increased commoditization or the ability to keep pace with technological changes; technological advances; shortages of manufacturing capacity from the Company’s third-party manufacturing partners or other interruptions in the supply of components the Company incorporates in its finished goods including as a result of natural disasters; future production variables resulting in excess inventory and other risk factors listed from time to time in the Company’s periodic filings with the Securities and Exchange Commission (SEC).

The forward-looking statements contained in this presentation speak only as of the date on which they are made, and the Company does not undertake any obligation to update any forward-looking statement to reflect events or circumstances after the date of this press release.

Key Stats (NASDAQ: PLNR)

Stock Price (9/30/14) **\$3.79**

52 Week Low-High **\$1.81-\$5.30**

Avg. Daily Vol. (3 mo.) **368,866**

Shares Outstanding **21.9M**

Float (est.) **20.5M**

Insider Holdings **7%**

Institutional Holdings **40%**

Market Cap **\$83.1M**

Enterprise Value **\$73.8M**

Date Founded **1983**

Employee Count **320**

Total Revenue (ttm) **\$171.1M**

EBITDA² (ttm) **\$6.0M**

Non-GAAP Net Income² (ttm) **\$3.8M**

EV/Revenue (ttm) **0.4x**

Cash (mrq) **\$11.5M**

Total Assets (mrq) **\$80.4M**

Working Capital **\$35.8M**

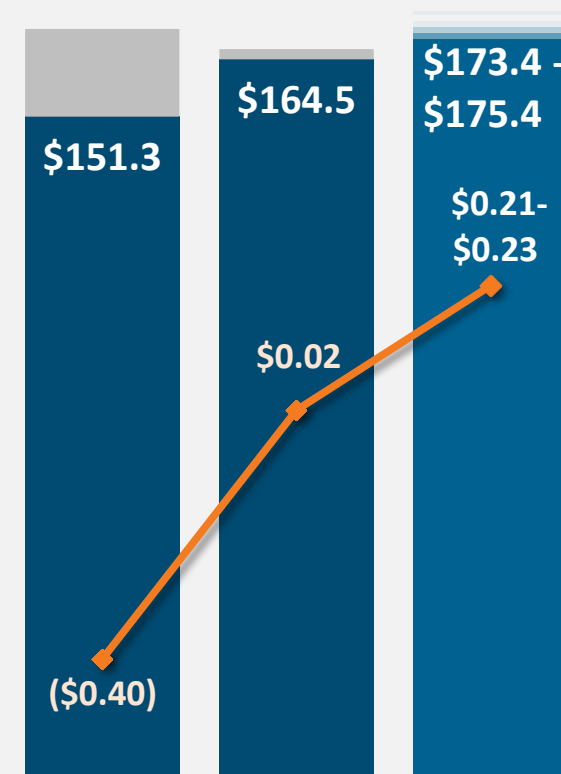
Current Ratio **2.13**

Price/Book Value **1.9x**



Revenue & Non-GAAP EPS Growth¹

\$ In Millions Except Non-GAAP EPS



FY12

FY13

FY14E

■ Revenue from Discontinued Ops
 ■ Revenue from Continuing Ops
 ◆ Non-GAAP Net Income per Share

Data sources: Yahoo! Finance, S&P Capital IQ, company estimates

(ttm) = trailing twelve months as of Jun. 27, 2014;

(mrq) = most recent quarter as of Jun. 27, 2014

1) FY2014 guidance issued and effective only on July 31, 2014 – please see cautions regarding forward-looking statements. See slide 26 for definition of non-GAAP income.

Who We Are

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- Planar Systems is the world's premier display company
- We develop and deploy the full range of display solutions
 - From desktop and large format displays to elaborate digital signage, video walls and control rooms
- Since our inception in 1983, Planar has continually evolved while leading the industry with award-winning innovations
- A new focus on Dynamic Digital Signage has created a turnaround in financial performance, generating **record Digital Signage results and positive outlook in FY2014 and beyond**



Our Target Vertical Markets & Major Customers

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Target Vertical Markets



RETAIL



TRANSPORTATION



SECURITY/MILITARY



UTILITIES



AVIATION



BROADCAST



CORPORATE



FINANCIAL



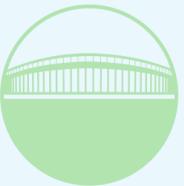
ENTERTAINMENT



MUSEUM



HOSPITALITY



PUBLIC VENUE



EDUCATION



TELECOM



GAMING



GOVERNMENT

Marquee Customer Base



MICHAEL KORS



GUCCI

WGN 9 NEWS



TOSHIBA



Strategic Transformation Underway

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Planar is in the Midst of Evolving into a More Profitable, Higher-Growth Company

- Multiple product lines
- Addressing low growth/mature markets
- Highly competitive, lower margin

- Fewer product lines, more focused
- Compelling Value-Add, Unique Features
- Higher growth, higher margin markets

Commercial & Industrial (C&I) Product Lines

- Desktop Monitors
- Touch Monitors
- Rear Projection Cubes
- High-End Home
- Custom

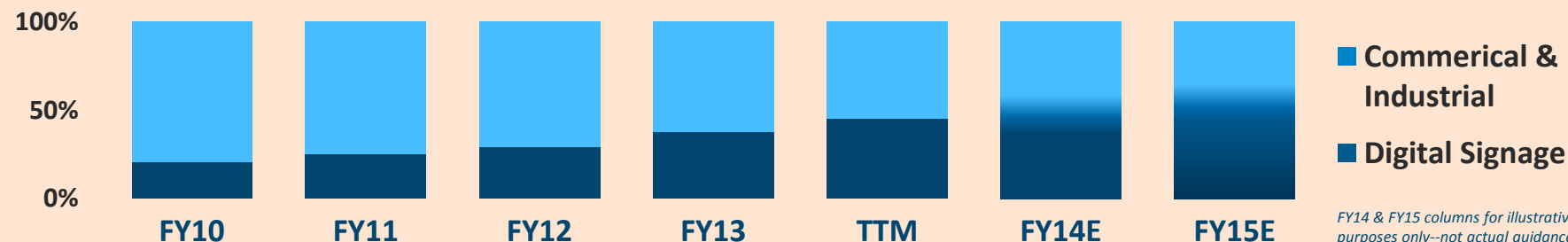


Digital Signage Product Lines

- Tiled LCD Video Walls
- Signage Monitors
 - Device Controls
 - Collaboration Tools
 - Content Management
 - Interactive Features



Revenue Mix

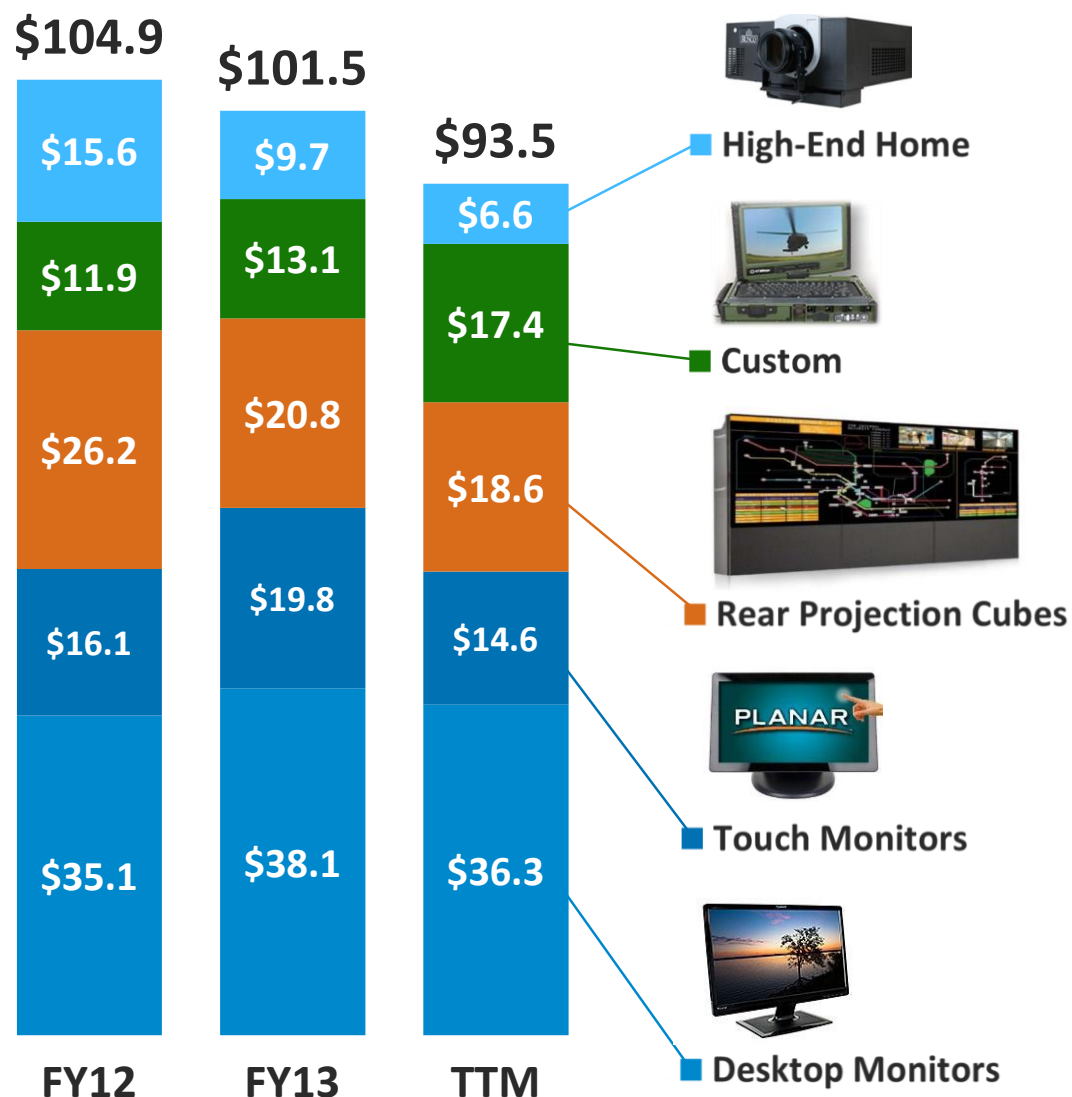


Commercial & Industrial Revenue

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(\$ millions)

Revenue from continuing operations.

- While declining overall, **sales of Planar C&I products will continue to play a key role** in providing scale and access to channels and suppliers as the company continues to increase digital signage sales
- Rear Projection Cubes sales are being transitioned into sales of tiled LCD walls in Digital Signage
- Lower Touch & Desktop sales affected by overall market trends toward tablets
- Expect **only modest declines in C&I revenue going forward**, with certain categories showing growth, such as custom applications

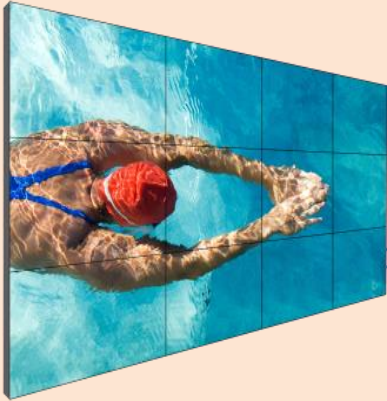
Planar Digital Signage Products

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Tiled LCD Systems: Super narrow bezel LCD display systems allow customers to create flat, large video walls for a number of applications



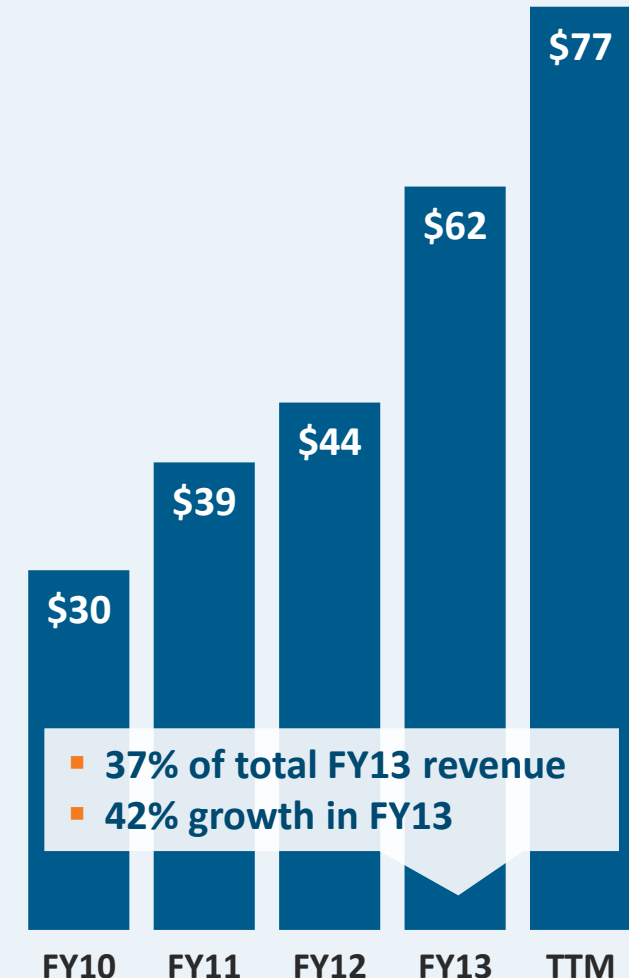
- Used for ambience, advertising, architectural and brand promotion
- Comprised of specialized LCD panels “tiled” together using specialized hardware and video processing to create a large video wall

Signage Monitors: Commercial-grade LCD displays for a wide range of digital signage applications



- Differentiated signage displays, transparent displays, and customized LCD signage
- Designed for customers with requirements beyond those available off-the-shelf

Planar Digital Signage Revenue
(\$ in millions)



Planar "Matrix" Tiled LCD Video Walls

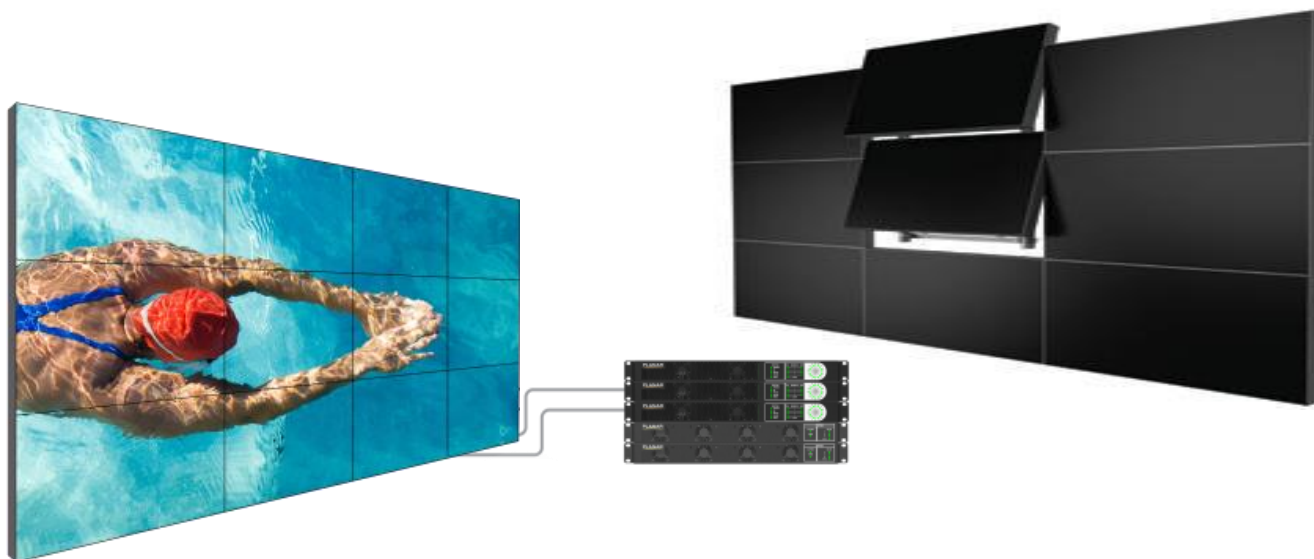
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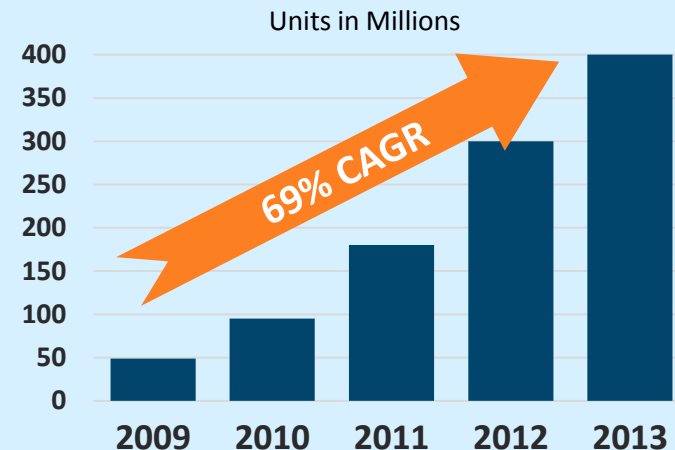


Planar LCD Video Wall Advantages

- Minimal installation space (<4" depth)
- Super Narrow-bezel LCD panels (~3.7mm)
- Unique EasyAxis™ mounting
- Unique, centralized, outboard video processing and electronics
- Simplified configuration & management software
- Optional bonding for ruggedness and improved optical performance
- 3D passive glass technology
- Interactive Touch versions available

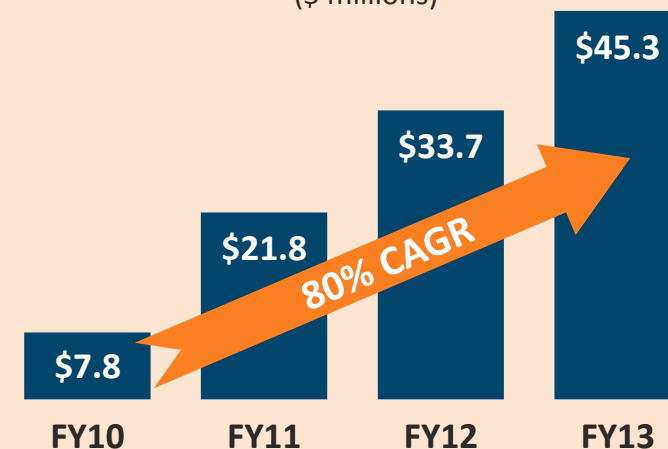


Video Wall Global Market Demand for Super-Narrow Bezel Displays



Source: 2014 Futuresource Consulting LTD

Planar Tiled LCD Systems Revenue (\$ millions)



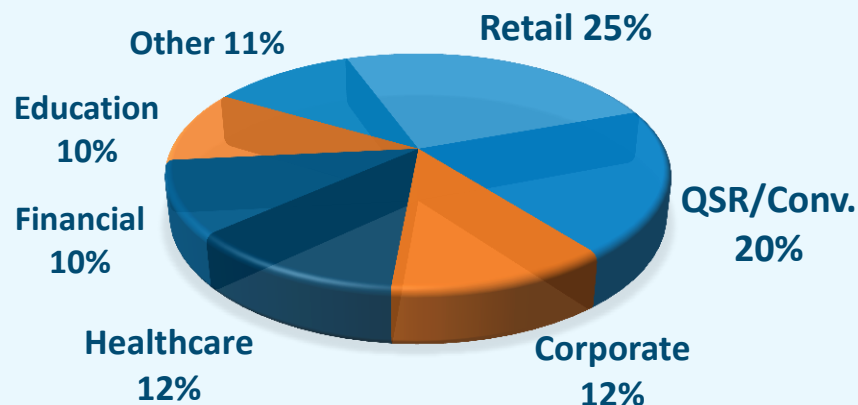
Growing, Multi-billion Global Market Opportunity

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- Worldwide shipments of professional flat panel displays **increased by 8%** in Q4 2013 to 567,000 units—**finishing 2013 with 20% volume growth**¹
- While PC display sales have softened, demand for **dynamic digital signage** hardware & software is expected to **reach \$17 billion by 2017**²
- U.S. market to account for one third of this market, topping **\$5.7 billion by 2017**²

Digital Signage Used in Multiple End Markets³



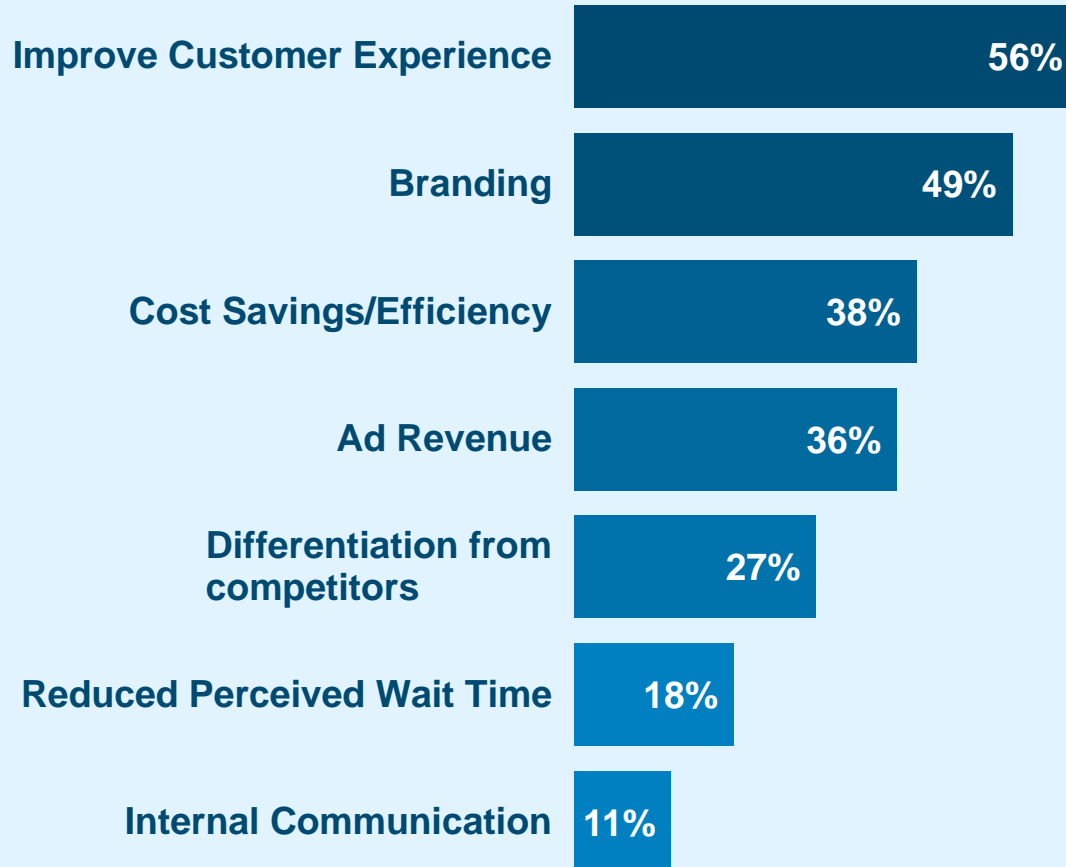
Dynamic Digital Signage Global Market²

 Hardware & Software
(\$ billions)

 1) Futuresource Consulting; 2) [HIS, October 2013](#); 3) [Digital Signage Experts Group](#)

Drivers of Digital Signage Adoption

Reasons Why Companies Invest in Digital Signage¹



1) Digital Signage Future Trends Survey 2010. Remaining 3% of respondents categorized as 'other.'

Macro Drivers

- Decline in large screen display cost and support hardware converging with advances in other key technologies:
 - Content creation & management
 - Touch screen interactivity
 - In-store shopper tracking
 - Behavioral analytics
 - Social Media
 - Mobile device interactivity
 - Location-based mobile advertising
- Proven ability to drive in-store promotions and increase brand awareness
- Clear, rapid ROI
- Multi-screen advertising campaigns to account for **50%+** of all media spending by 2017²

2) Association of National Advertisers and Nielsen, Oct. 2013

We Address this Market Opportunity with Proven “Value-Add” Expertise

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Customers Face Numerous Display Technology Options

- LCD
- LED Illumination
- Front Projection
- Rear Projection
- Image & Video Processing
- Transparent LCD
- Direct view LED

Planar adds a Full Range of Display Technology Expertise

- Video processing hardware & software
- Optical performance
- Electronics for video and informational displays
 - Custom display know-how
- Software & video processing display management
- Mechanical design for industrial uses (thermal, ruggedized, sunlight readable, etc.)
- Display technology assessment
- Application engineering
- Optical Bonding

High-Value Deployments

- Digital Signage
- Control rooms
- Video walls (tiled displays)
- Industrial devices
- Business productivity
- Device Controls
- Content Management



Large Format Interactive System Example Deployment

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Clarity Matrix MX46
Nike Store
Portland, Oregon



Digital Signage Installation Example - Retail

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Clarity Matrix MX46 & MX55
Gucci - Milan, Italy

Digital Signage Installation Example - Retail

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Clarity Matrix MX46
Michael Kors - New York

Digital Signage Installation Example - Broadcast

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Clarity Matrix MX46 & MX55, M-Series, EP-Series Displays
Canal+Group - Issy-Les-Moulineaux, France

Digital Signage Installation Example - Education

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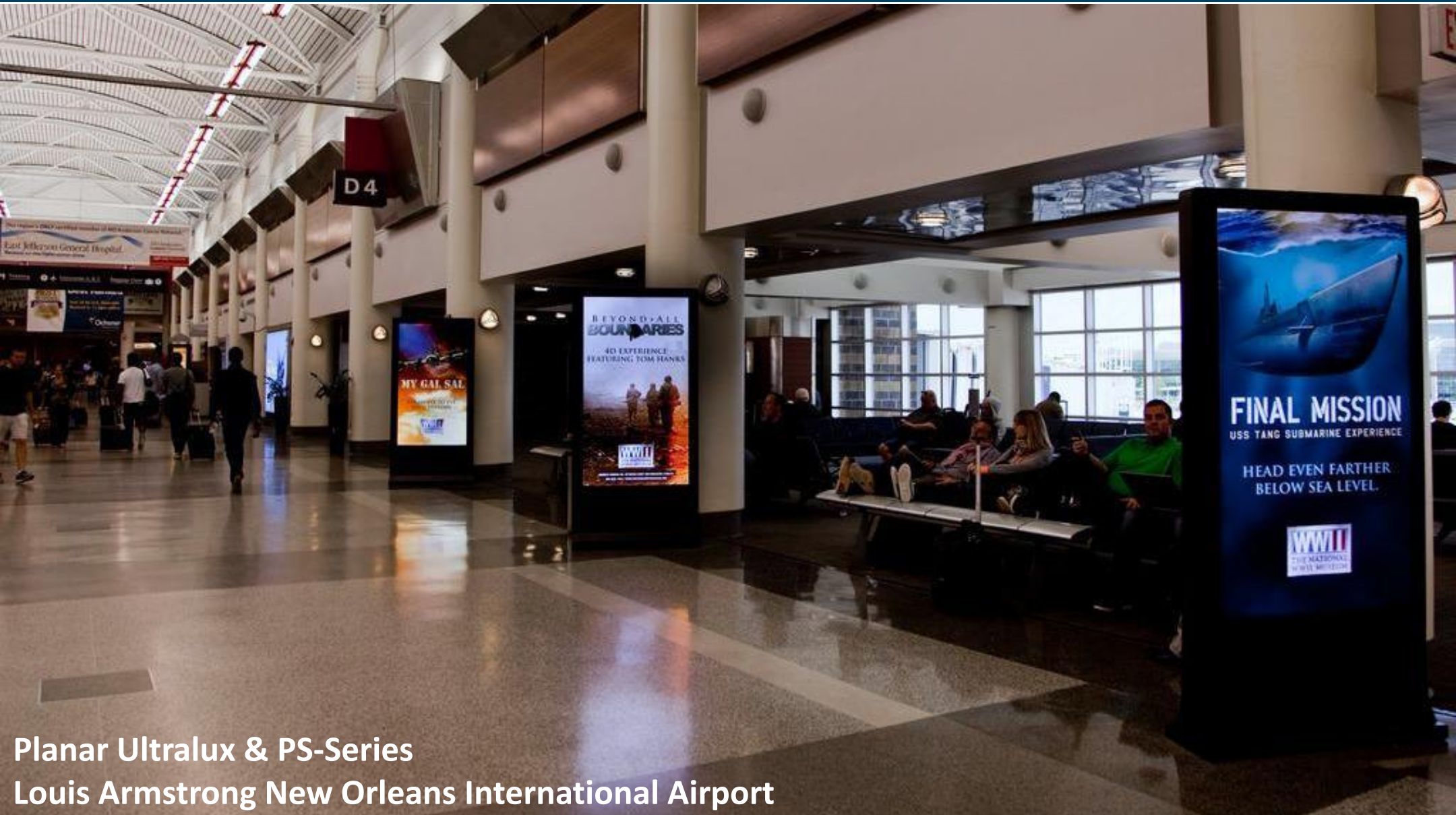
Clarity Matrix MX46
University Of Colorado - Boulder

Digital Signage Installation Example - Airports

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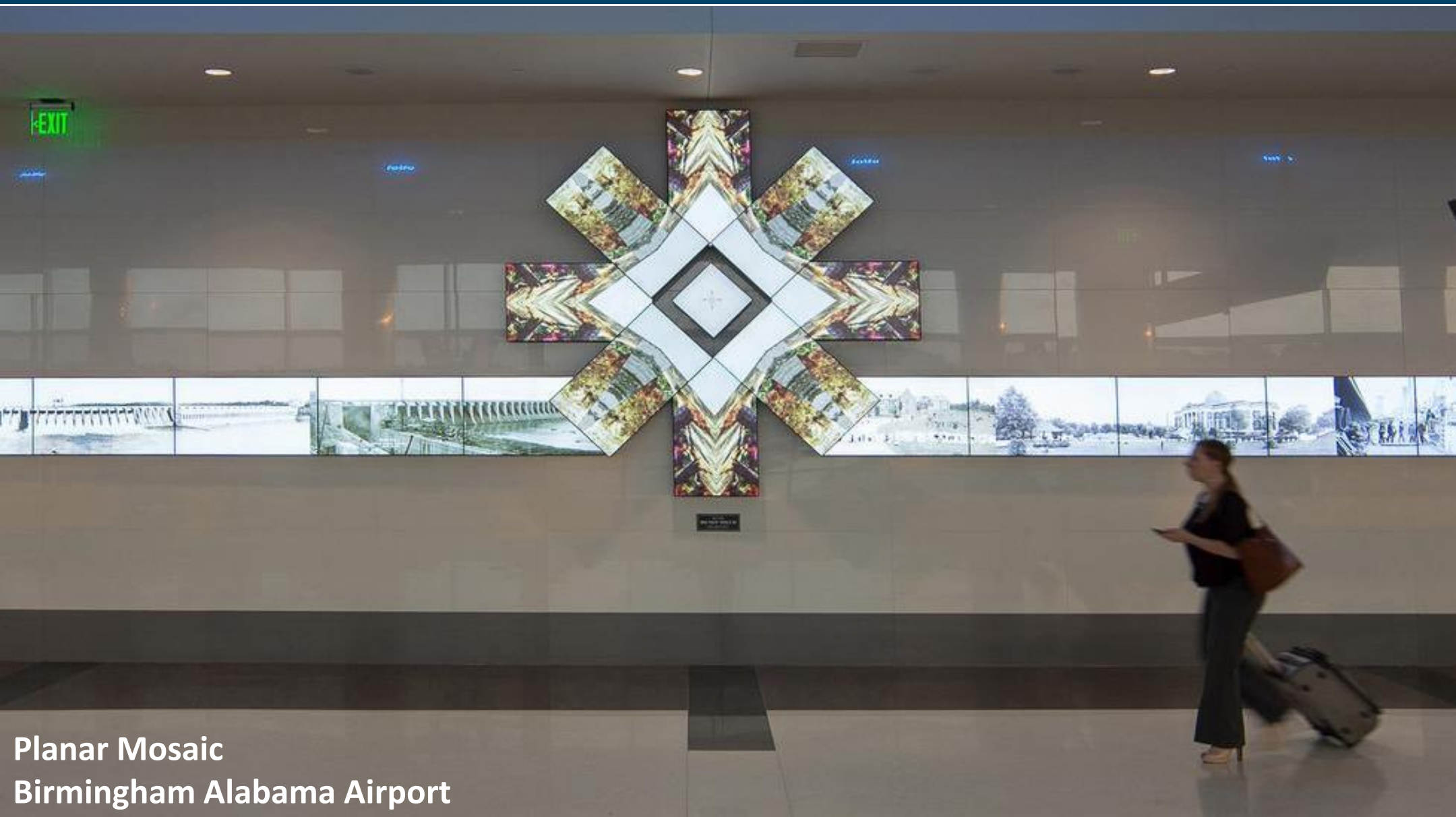
Planar Ultralux & PS-Series
Louis Armstrong New Orleans International Airport

Digital Signage Installation Example - Architectural

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Planar Mosaic
Birmingham Alabama Airport

Digital Signage Installation Example - Sports Arenas

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Clarity Matrix MX46
Thunder Chesapeake Energy Arena - Oklahoma City

Digital Signage Installation Example - Museums

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Clarity Matrix MX46HD
National Geographic - Washington, DC

Digital Signage Installation Example - Hospitality

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Clarity Matrix MX46
Carnival Cruise Line - Miami, Florida

Clarity Matrix MX46
Hotel Deluxe - Portland, Oregon

Transparent LCD Examples

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Planar TD3200 LookThru LCD Display Box
An integrated display solution, showcasing products while providing interactive information with a transparent LCD surface glass

Recent Industry Awards & Recognition



Planar EP-Series line of 4K displays won the *2014 EXC!TE Award* for being innovative, high-performing and solution-oriented for the custom installation professional

Planar UltraRes Series named one of the 30 most Innovative Products of 2013 by *Sound & Video Contractor*, recognizing its bold and creative engineering

Planar UltraRes Series 84" 4K display won "*Government Video SALUTE*" for state-of-the-art products and services that enable the advancement of video technology

Planar Helium Series won Top Ten Reviews 2013 Award: "Beautifully designed 27-inch touch-screen monitor..."

Planar Mosaic received *Best New Video Wall* product in rAVE's *Best of InfoComm 2013 Awards* program, recognizing the best in technology and innovations



N. America

Beaverton, OR

- Worldwide Headquarters
- Corporate Offices
- Sales
- Manufacturing

Europe

France (Paris & Albi)

- R&D
- Manufacturing
- Operations
- Sales & Service

Italy (Rome)

- Sales & Service

Asia

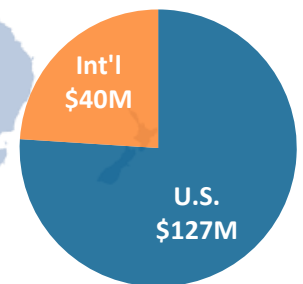
China (Shanghai)

- Sales Office

Taiwan (Taipei)

- Operations (Procurement)

FY13 Global Sales



*All over the world, from Australia to Siberia, Shanghai to St. Louis, you'll find **Planar** in offices, airports, planes, trucks, hospitals, ATM machines, retail stores, gas pumps and homes.*

Regional Websites

French



Italian



Spanish



Indian



Russian



Chinese



Taiwanese



Korean



Japanese



Arabic



Transforming Our P&L

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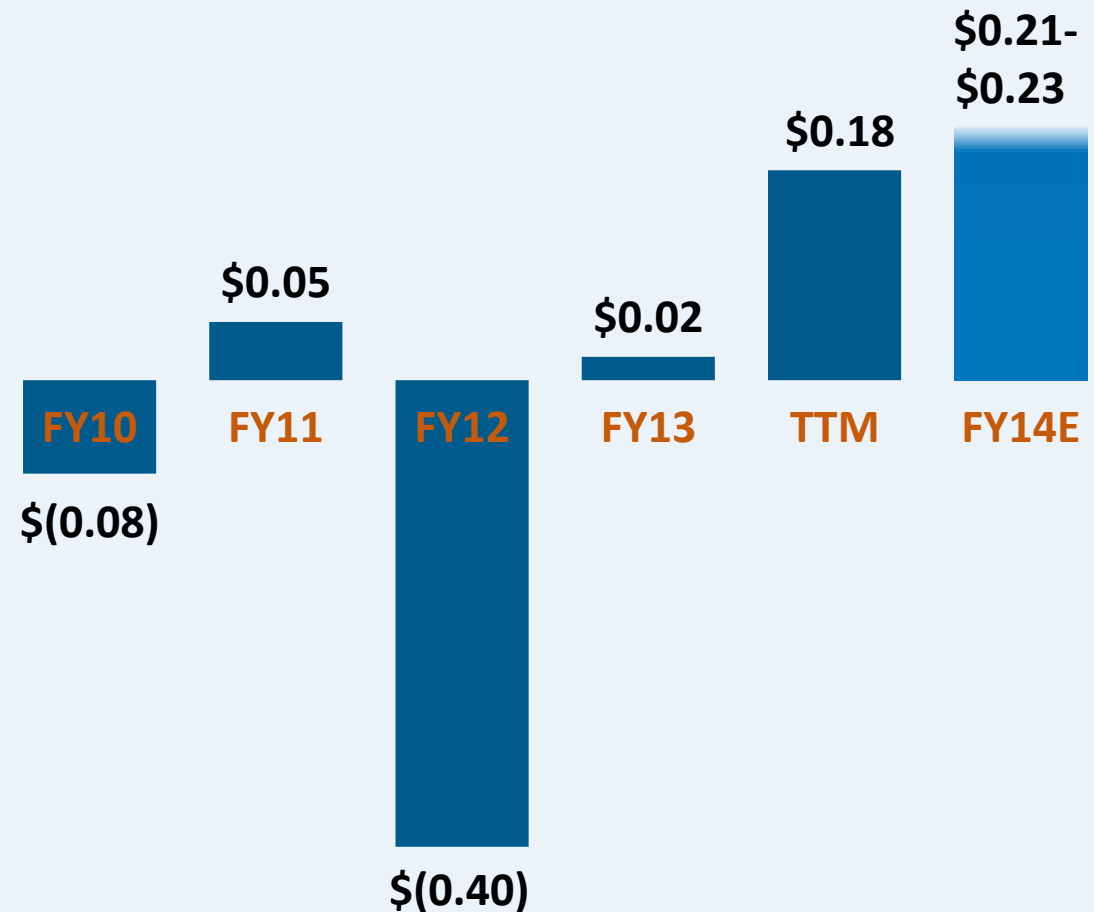
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We expect significant improvement in financial performance

- Fewer product lines enable a more productive expense structure
- Higher revenues enable better absorption of fixed costs
- Higher gross profits
- Better productivity
- Continued non-GAAP EPS expansion expected as revenue grows

Non-GAAP EPS Improvement¹



Non-GAAP EPS excludes certain non-cash charges, including share-based compensation, amortization of intangible assets, restructuring charges, loss on sale of assets, foreign exchange, and income tax effect of reconciling items. For a reconciliation to GAAP net income, see the company's most recent earnings press release on July 31, 2014, which is available on the company's website.

1) Guidance issued and effective only on July 31, 2014

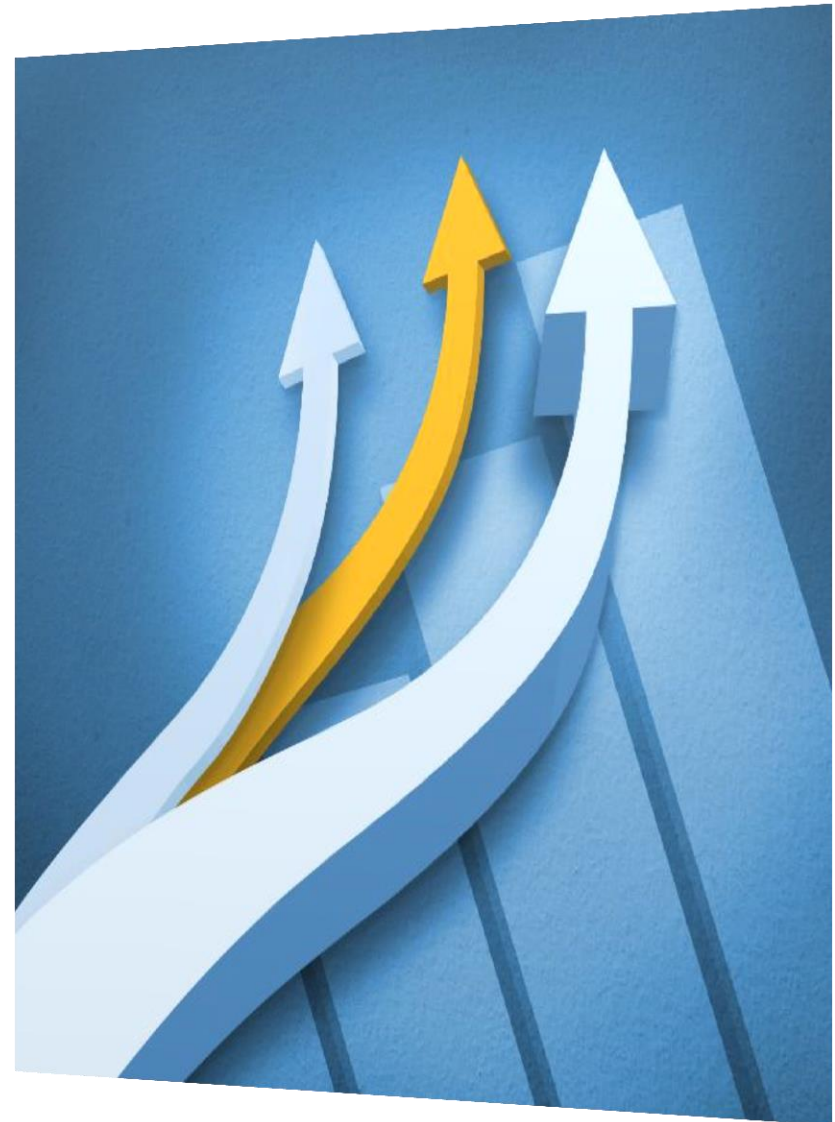
Growth Opportunities

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- **Launch** new digital signage product offerings
- **Broaden** 4K product offering
- **Continued adoption** of Planar's transparent and interactive displays
- **Expansion** into new vertical markets and outdoor venues
- **Attract** new resellers and expand relationship with existing resellers
- **International** expansion with digital signage



- Revenue from Discontinued Ops
- Revenue from Continuing Ops
- Non-GAAP Net Income per Share



Contact Us

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