

PRESS RELEASE

PolyIC GmbH & Co. KG: October 17th, 2011

Integrated touch sensors with graphic design - the new trend towards greater freedom of design

Fuerth, Germany: Touch sensors are becoming ever more popular as replacements for mechanical buttons and controls. The trend is already clear: capacitive buttons and controls with attractive graphic designs integrated into surfaces. Transparent, conductive PolyTC® films from PolyIC make this possible in combination with IMD (in mold decoration) decorative films from Leonhard KURZ. Attractive graphic surfaces are becoming increasingly important for equipment and controls particularly in the electronics, mobile communication and automotive sectors. Outstanding results can be achieved using IMD films. PolyTC® capacitive buttons and controls can be integrated into components behind a decorative film. Surfaces are no longer disturbed by mechanical buttons. Non-conductive metal IMD films can even be used to manufacture metallic surfaces and create, for example, brushed-metal-effect surfaces with integrated controls.

This new development was accomplished through close collaboration between PolyIC (touch films) and its parent company, Leonhard KURZ (IMD films), in an internationally unprecedented amalgamation of the extensive know-how of the two companies. Integrated touch sensors with IMD decoration suggest a wealth of possibilities that can be produced by the fusion of flexible design and application technologies such as IMD with the functional/electronic world - and this fusion is now available from a single

source. Product designers have been given a new dimension of creative freedom less and less restricted by conventional electronic standards with graphic elements playing a more significant role.

PolyIC co-exhibitor at the FAKUMA trade fair in Friedrichshafen

FAKUMA is an international trade fair for plastics processing and is considered to be one of the most important plastics exhibitions in Europe. In particular, FAKUMA is without a doubt the worldwide number one exhibition for injection molding technologies. It also plays a leading role in the fields of extrusion and thermo-forming technologies. FAKUMA will take place from **18th October to 22nd October 2011** at the Friedrichshafen exhibition center.

For the first time ever, PolyIC will be co-exhibiting at this show in the stand of its parent company, Leonhard Kurz Stiftung & Co. KG. **Find us in booth A2-2117 in hall A2** where we will be presenting the latest PolyIC developments. One of our key topics will be touch sensors made from PolyIC's transparent, conductive PolyTC® films combined with IMD (in mold decoration) decorative films from Leonhard KURZ as replacements for mechanical buttons and controls.

We look forward to seeing you!

PolyIC GmbH & Co. KG

PolyIC develops and markets products based on the platform technology printed electronics. Based on the platform technology, PolyIC offers three product lines: PolyID[®] (printed RFID), PolyLogo[®] (printed smart objects) and PolyTC[®] (transparent conductive films). Furthermore, PolyIC works on topics like organic photovoltaics and printed components, such as memories.

PolyIC focuses on its expertise in materials, new adapted chip design methods as well as mature and newly developed mass production processes of roll-to-roll printing in order to develop and market this new technology.

PolyIC is a member of the OE-A (Organic Electronics Association), a working group under the umbrella of the VDMA (Verband Deutscher Maschinen- und Anlagenbau). The OE-A promotes organic electronics internationally. Furthermore, PolyIC is a member of DFF, the German Flat Panel Display Forum and of AIM-D e.V., an association for automatic identification and mobile data capture.

Since September 2010, Leonhard Kurz owns 100% of PolyIC's GmbH & Co. KG shares. PolyIC was set up in November 2003 as a joint venture between Leonhard Kurz and Siemens. PolyIC is headquartered within the Nuremberg Metropolitan Region in Fuerth on the premises of Leonhard Kurz Stiftung & Co. KG.

PolyIC's webpage is accessible at www.polyic.com.

Expressive pictures regarding the topic of organic electronics are ready to download at <http://www.polyic.com/press-images.php>.



Integrated touch sensors made from PolyTC® films in combination with ambitious IMD graphic decoration allow unique creative freedom