

## **PRESS RELEASE**

PolyIC GmbH & Co. KG: October, 11th, 2011

### **Transparent touch sensors with PolyTC® open up wide fields of application**

**Fuerth, Germany:** PolyTC®, the new, transparent conductive films from PolyIC, enable a multitude of new applications for touch sensor solutions to be developed. The shift away from mechanical keys and switches and towards capacitive touch sensors can be seen throughout the electronics and automotive sector. PolyTC® films can be used to manufacture very thin, flexible, transparent touch sensors which can be easily integrated into many applications and can be controlled using conventional electronic components. Just some examples are on and off buttons, slide controls and dials. PolyTC® consists of high-resolution conductor structures which can be customized and manufactured in high volumes and at low cost using roll-to-roll processes. Consequently, PolyTC® provides an ideal replacement for flexible conductor plates in touch sensor applications or for indium tin oxide (ITO) layers in touch screens.

### **PolyIC will be exhibiting at the imid 2011 in Seoul, Korea**

The International Meeting on Information Display, the imid 2011, celebrates its 11<sup>th</sup> anniversary this year. The entire event will last from the 11<sup>th</sup> to the 15<sup>th</sup> October whilst the actual exhibition takes place from the 12<sup>th</sup> to the 14<sup>th</sup> October. Once again, imid is being organized by the organization KIDS (Korean Information Display Society), SID (Society for Information Display), DS (DisplaySearch) and KDIA (Korea Display Industry Association).

PolyIC will be participating in the joint booth in the German pavilion (booth number 4049 in hall 1).

Visitors to the PolyIC booth can look forward to a wealth of innovations in the field of printed electronics. The transparent and capacitive keys and controls described above are just one of the new developments from the PolyTC® product range.

### **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.

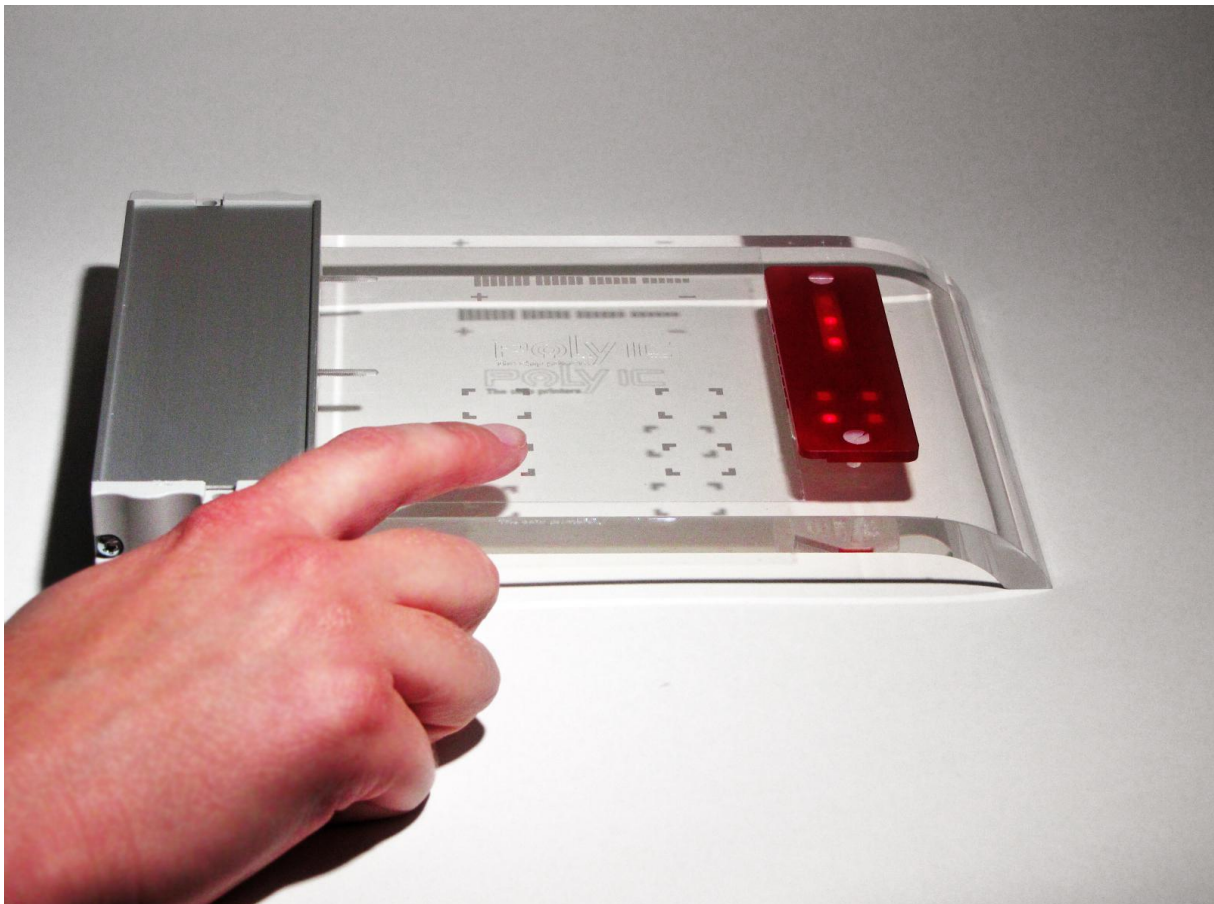
PolyIC is a member of the OE-A (Organic Electronics Association), a working group under the umbrella of the VDMA (Verband Deutscher Maschinen- und Anlagenbau). The OE-A promotes organic electronics internationally. Furthermore, PolyIC is a member of DFF, the German Flat Panel Display Forum and of AIM-D 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](http://www.polyic.com).

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



Transparent conductive PolyTC® films enable the production of transparent, capacitive keys and controls.