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August 25, 2010

Dear readers,



The present PolyIC Newsletter focuses on our PolyID® product line. PolyID® means printed RFID. In the first section of this newsletter we give you an insight into the functionality of our first directly available product of the PolyID® product line, the Evaluation Kit and its availability. Next you will learn more about the components and fields of application of the Evaluation Kit and how to

order it in our web shop.

In the Technology section we inform you about the operating mode of the tags of the PolyID® product line which will be available in future.

Quite a different kind of application is offered by our RF-activated PolyID® POS Terminal, which will be available soon.

Finally we want to inform you about our forthcoming trade fair presences where you can meet us live during presentations or directly for personal discussions.

Enjoy reading!

Yours sincerely,

Wolfgang Mildner
Managing Director PolyIC

PolyIC is a member of:



Applications:

The POLYID® Evaluation Kit



Recently PolyIC has been offering the PolyID® Evaluation Kit. This kit serves to demonstrate the functionality of the first printed tags in PolyIC's PolyID® product line.

The kit consists of a manual scanner, emitting at an operating frequency of 13.56 MHz (HF), and 60 polymeric radio frequency (RF) tags. Here the RF tags are included in two different variants, with 50 of them designed as inlays

and 10 as self-adhesive labels. The manual scanner allows contact-free reading of the tags from a short distance.

You can order the Evaluation Kit by sending a mail to order@polyic.com or from our web shop on our homepage for 895.- Euro (+ VAT).

Applications:

What does printed electronics feel like?



We have developed the PolyID® Evaluation Kit to give you an opportunity to test fundamental properties of the printed tags. To this end, the so-called RF tags are available, consisting of a combination of coil and capacitor. The kit shows

the central functions and properties which will be available in later printed RFID tags.

A typical field of application of the Evaluation Kit is the demonstration of a simple brand protection scenario. For example, the tags can be placed within a package or a product to be protected, and read without contact at a short distance using the hand scanner. Another experimental application is control for presence or availability of products equipped with RF tags. Here the kit allows to gain first experience with printed electronics.

Additionally, the kit is suitable for testing the potential of printed tags for integration. Using the enclosed individual tags, or with tags on roll to be reordered as required, you can find the suitable mode of integration for your product or packaging.

New now:

The PolyIC web shop is online



Since July 15th, 2010, our web shop has been online on our homepage www.polyic.com. In this shop you find a selection of the products which we

sell in addition to our project business. In our web shop you find information relating to the products presented and to the ordering procedure, as well as about the general terms and conditions of PolyIC. Our shop is open for you 24/7, in German and in English.

Currently, this is where you can order our Evaluation Kit. Soon we will use our web shop to present other products as well, and thus regular visits to our homepage are worthwhile.

Technology:

The next generation of PolyID® Tags



The Evaluation Kit allows you to gain first experience with printed tags, while PolyIC is already developing the next generations of PolyID® tags. The currently available RF tags consist of an antenna coil and a printed capacitor. They are detected by a scanner thanks to their field damping, but no information or data are transferred yet. Hence the RF tags are no RFID (Radio Frequency

Identification) tags yet. The next available tags of the PolyID® product line will work according to the classic RFID principle. In the beginning here there will be the authenticity tags developed for brand and product protection applications. These tags emit a unique customer-specific signal and are designed for electronic authentication. Each customer receives his own, customer-specific authenticity signal and an adapted reader

which reacts only to this signal. The tags, which cannot be discriminated from each other, are provided as thin, flexible foils, like the RF tags, and can thus be integrated easily into the products. This authentication system is particularly well suited for slot machines which can independently test refill products for genuineness.

In addition to the authenticity tag, in the future more and more complex RFID tags for logistics applications and identification will be developed. Here the long-term goal is to be able to offer a printed RFID barcode tag with high memory capacity which can be read with commercially available RFID readers. Using these tags, on all products of daily life the classic barcode can be supported with the so-called Electronic Product Code (EPC), thus allowing for a wide variety of additional logistic advantages.

Coming Soon:

The PolyID® POS Terminal for Interactive Product Information



In product marketing, again and again new and innovative ways are being sought. For interactive upgrading of your products, the next product offered by PolyIC is the PolyID® POS (Point-of-Sale) Terminal. The terminal is shipped together with an individually designed poster and can serve as an attractive eye-catcher in the show room or at trade fairs.

The core elements of this terminal are a reader, a computer and a PC monitor. For activation of the terminal, thin and flexible printed RF tags are provided which can be integrated into your product or packaging. If now your product carrying an RF tag is held in front of the reader, this will trigger an action on the monitor. The system offers the perspective of implementing various attractions for customers: From displaying additional product or advertising information (images and video clips) to the possibility of holding raffles, with the POS-Terminal many things are possible.

If you are interested in a POS-Terminal, please contact info@polyic.com.

Preview:

PolyIC at the Flat Panel Display in Japan and the Printed Electronics USA



On December 1st and 2nd, PolyIC will be present at the 7th "Printed Electronics USA Conference and

Trade Show" in Santa Clara, at the West Coast, and hold a lecture. You will find us in the exhibition area.

From November 10th to 12th, PolyIC will be present at the 17th FPD International in Japan. The venue is the Makuhari Fair outside Tokyo. There, PolyIC will focus on transparent, conductive foils as ITO replacements.

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