

Press Release

PolyIC GmbH & Co. KG: September 2007

The revolution with printed electronics begins – first printed RFID and smart objects for the market

The market for printed electronics is open: PolyIC has realized two product lines – one in the field of printed RFID (radio frequency identification) that has the brand name PolyID[®] and a second product line in the field of smart objects that has the brand name PolyLogo[®].

In the past, the realization of first products often seemed like pie in the sky. During the last four years, PolyIC has shown steady progress en route to printed products and will now, as announced, be rolling out first products at the leading conference for organic electronics, the Organic Electronics Conference (OEC) 2007 (<http://www.oec-europe.com>) in Frankfurt.

Says Managing Director Wolfgang Mildner: “With these first printed products, we will reach completely different market segments to conventional RFID transponders. Thus, we can tap into an enormous market potential, which PolyIC will approach with several pilot applications. We are already testing possible fields of application with various pilot customers. Our first products provide features ranging from presence control to 4-bit memory capacity in the PolyID[®] product line and even have a display function in the PolyLogo[®] product line.”

Applications of products from the PolyID[®] and PolyLogo[®] lines will be presented at OEC 2007. PolyIC presents applications in the fields of brand protection, voucher systems, marketing, and logistics.

Within the PRISMA (Printed Smart Labels) project, which is funded by the German Federal Ministry of Education and Research and has PolyIC as its consortium manager, all tickets to the Organic Electronics Conference will have a PolyID[®] tag attached to

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them. The tickets will be evaluated with a radio frequency reader at 13.56 MHz. This ticketing field test is being coordinated by Bartsch GmbH.

The steady progress en route to products at PolyIC can also be seen with the results in the laboratory. Thus, 32- and 64-bit RFID chips have been produced in the clean room. This success shows that the production of RFID chips with more memory capacity on the basis of the polymer semiconductor polythiophene is possible.

PolyIC GmbH & Co. KG

PolyIC is a leading developer of polymer electronics technology and a future supplier of printed electronic products and components. PolyIC will provide products for high volume low cost applications based on organic semiconductors.

PolyIC uses its expertise in materials, new adapted chip design methods and mass production processes (roll-to-roll printing) for the development of this new technology.

The leading application for PolyIC is RFID (radio frequency identification). The technology of the company has the potential to be used in various electronics applications being thin, flexible, robust and low-cost. PolyIC is a member of EPCglobal – an organization for standardizing the use of RFID in the industries.

www.epcglobalinc.org/home

PolyIC is a founding member of the Organic Electronics Association, a working group under the umbrella of the VDMA (Verband Deutscher Maschinen- und Anlagenbau).

www.oe-a.org

PolyIC GmbH & Co. KG was set up in November 2003 as a joint venture between Leonhard Kurz GmbH & Co. KG (51%, hot stamping and coating) and Siemens AG (49%, electronics) for the development and production of printed polymer electronics.

PolyIC is headquartered in Fürth on the premises of Leonhard Kurz GmbH & Co. KG.

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

The following pictures are available online in printable quality at:

<http://www.polyic.com/en/press-images.php>



Image 1: Sample of a PolyID® tag: first printed polymer RFID tag (13.56 MHz)



Image 2: Example of a PolyLogo® application: VIP ticket for a pop concert