

## **PRESS RELEASE**

PolyIC GmbH & Co. KG: March, 27th 2014

### **PolyIC is putting the focus on applications at the leading printed electronics trade show**

*This year, PolyIC is focusing on applications in automotive, household appliances, consumer electronics and packaging technology industries.*

LOPEC, the leading international conference and exhibition for organic and printed electronics, takes place for the sixth time in 2014. It is jointly organized by the OE-A (Organic and Printed Electronics Association) and Messe München again this year.

Last year saw a record attendance in LOPEC's history of 1,800 visitors and more than 110 international exhibitors. The number of visitors and exhibitors is expected to be even higher this year.

PolyIC's exhibition activities will center on industries and possible fields of application. For this purpose, several thematic areas will be created within the exhibition stand. There will be an area for mobile & 3C (computer, communication, consumer), one for household appliances, and one for the automotive and packaging technology industries, respectively. PolyIC will demonstrate that the transparent and conductive PolyTC® films are ready-to-market using new demonstrators and product samples.

"We are glad to showcase various practical applications and examples of customer projects. Printed electronics brings advantages and value for our customers", says Dr. Wolfgang Clemens, head of PolyIC Applications department, with regard to LOPEC.

PolyIC will also give a talk at the technical conference. Johannes Schad, Product Manager for Touch Sensors & Passive Devices, will give a presentation titled "PolyTC® - Metal mesh based touch sensors". The presentation is scheduled for Tuesday, May 27 at 2:40 pm.

The exhibition will take place from **May 27 – 28, 2014**. Exhibition opening times are: Tuesday, May 27, from 9:00 am – 6:00 pm and Wednesday, May 28, from 9:00 am – 4:00 pm. The conference will take place from **May 26 – 28, 2014**. In addition to the plenary presentations, the agenda includes the business conference with the central topic of the commercialization of printed electronics, the technical conference, the scientific conference and various short courses.

For further information, please go to: [www.lope-c.com](http://www.lope-c.com).

## **PolyIC GmbH & Co. KG**

### ***smart and flexible printed solutions***

PolyIC develops and markets products based on the platform technology printed electronics: In the course of this PolyIC offers products from the fields "Touch Sensors & Passive Devices" as well as "Printed Electronics & Displays".

#### **„Touch Sensors & Passive Devices“**

Touch sensors based on the PolyTC® technology offer transparent, conductive and flexible possibilities for touch screens and capacitive keys in any variants.

Furthermore, this technology enables the setup of flexible circuit structures as passive devices for a huge variety of further applications. The highlight is the possibility to combine decoration and function to achieve a maximum of design flexibility.

#### **„Printed Electronics & Displays“**

Printed smart objects concerning the PolyLogo® product line offer interesting possibilities such as radio activated displays in the field of marketing. Printed RFIDs with the brand name

PolyID® enable thin and flexible applications of radio detection. In the future Organic Photovoltaics (OPV) will make energy harvesting possible.

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.

Leonhard Kurz Stiftung & Co. KG owns 100% of PolyIC's shares which results excellent synergies in the field of decoration and function. PolyIC is headquartered within the Nuremberg Metropolitan Region in Fuerth.

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.polyic.com/press-news-events/pictures-for-the-press.html>.**

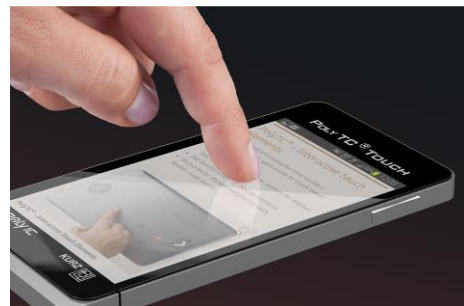
**Picture suggestions:**



PolyTC® im Automobil



PolyTC® in Haushaltsgeräten



PolyTC® im Smartphone

**PolyIC GmbH & Co. KG**

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