

## **PRESS RELEASE**

PolyIC GmbH & Co. KG: May 20th, 2014

### **LOPEC 2014: PolyIC focuses on applications for household appliances, mobile devices, automotive and packaging technology industries**

The sixth LOPEC will take place in Munich during the last week of May. Gold sponsor PolyIC will focus on industries and potential fields of application at the most important international conference and trade fair for organic and printed electronics. The exhibition stand will be subdivided into the fields of household appliances, mobile & 3C (computer, communication, consumer), automotive and packaging technology.

In the field of household appliances / white goods, we focus in particular on various innovative control concepts realized with PolyTC® touch technology. For the first time, we will present metallic decorative surfaces in connection with touch sensors. The combination of metallic decorative films by LEONHARD KURZ and the transparent and conductive PolyTC® films allows realizing a so-called "dead front" appearance with a disappearing effect which is characterized by showing different display elements on the user interface only after they have been activated. These design and functional elements are invisible when deactivated.

In the field of mobile & 3C (computer, communication, consumer), we will present various capacitive touch sensors by PolyIC. The highly conducting metal structures (metal mesh) of the PolyTC® films provide the sensors with short signal reaction times, high signal quality and stability. The individual layout allows them to be tailored to the customer's requirements and thus produced in various sizes and with various characteristics. The presentation includes functional exhibits, such as 5" single layer touch screens, which are applied in an inmold procedure, as well as capacitive PolyTC® sensors in smartphones and tablets.

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Also the automotive industry realizes more and more applications using touch technology. The advantages are clear: greater freedom of design, sealed user interfaces, low component depth and low weight. The transparent PolyTC® touch films are particularly suited for applications in cars since they are characterized by high flexibility and thus imitate the common shapes of car interiors and can be integrated easily. The high transparency of the PolyTC® touch films allows the use of backlit key elements or the installation in front of displays. At LOPEC, PolyIC will present a component with curved surface which includes function and decoration and is installed in a center console demonstrator.

In the field of packaging technology, various options of integrating active and interactive functions and thus "intelligent" packaging will be presented. Many producers of brand products are looking for new ways of improving their customers' shopping experience also by means of innovative packaging and thus providing them with added value. For example, temperature sensors can improve product safety. With its PolyLogo® product line PolyIC develops interactive systems produced roll-to-roll. These systems combine various components which are integrated on a thin film carrier. One example is interactive diodes supplied with energy via radio waves.

With the topics demonstrated at the booth PolyIC shows that printed functional solutions are already in use in customer projects for various industries and are thus ready for many more applications. PolyIC will be exhibiting at the booth # 301.

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 & Systems”.

#### „Touch Sensors & Passive Devices“

Touch sensors based on the PolyTC<sup>®</sup> 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 & Systems“

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

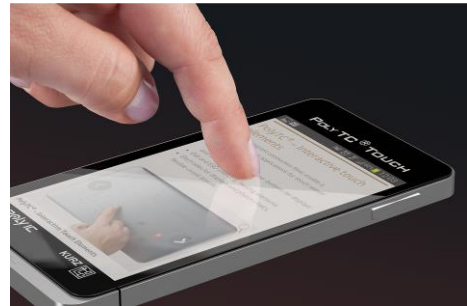
**Picture suggestions:**



PolyTC® touch sensors for automotive



PolyTC® touch functionality for white goods



PolyTC® sensors for smartphones