



Add-Vision wins “Best Technical Development – Device” Award at Printed Electronics ‘07

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Add-Vision Inc. (www.Add-Vision.com), a Scotts Valley California developer of printed Polymer Organic Light-Emitting Diode (P-OLED) display technology, was awarded “Best Technical Development Award for Devices” at IDTechEx Printed Electronics USA 2007. The award was conferred upon Add-Vision for demonstrating clear advancements in all-printed P-OLED display technology. The company has developed a technology that offers the attractive display characteristics of OLED displays on flexible substrates, while maintaining the manufacturing flow, tools and low start up costs of conventional printing.

Matthew Wilkinson, Add-Vision’s President & CEO responded, “I am proud that Add-Vision has been recognized by IDTechEx for our leadership in printed P-OLED display technology. The award reflects our R&D strengths in flexible P-OLEDs and our ability to advance this emissive display technology to the cusp of commercialization in early-entry applications, including mobile appliance, electronic signage, and wearable displays, to name but a few. We are collaborating closely with several global manufacturing partners, including Alps Electric and Toppan Forms, in product development and scale up activities. Likewise, as our printed P-OLED technology further advances, we believe it will provide beneficial spill-over effects to other complimentary technologies within the printed electronics field.”

Devin MacKenzie, Add-Vision’s Director of Technology added, “Our approach has been to use cutting-edge materials and manufacturing-oriented process development to enable near term realization of the potential of organic and printed electronics. We have been very active with internal R&D work, pilot product development and collaborations with materials suppliers as well as Alps Electric and Toppan Forms. Throughout this work, we have consistently shown that the brightness, lifetime, flexibility, and air stability of this technology can be advanced beyond current technologies to address an expanding range of entry-level applications.”

The Printed Electronics Awards were held as part of IDTechEx Printed Electronics USA 2007 in San Francisco California, attended by nearly 557 delegates from over 18 countries. The award entries were judged by a distinguished panel from the industry, including Dr Peter Harrop, Chairman IDTechEx; Professor Bill Milne, Director Centre for Advancement of Photonics and Electronics, University of Cambridge; Dr. Vivek Subramanian, Associate Professor, University of California at Berkeley; and, Stuart Evans, Co-Founder and former CEO of Plastic Logic.

Other award winners at the ceremony included Kovio for “Technical Development Materials Award”; Optomec for “Technical Development Manufacturing”; HelioVolt for “Best New Product Development Award”, Elumin8 for “Best Commercialization Award Winner”, and Plextronics for “Printed Electronics USA Champion”.

For more information on the awards, please visit <http://www.idtechex.com/peUSA>.

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