



Tuesday 28 July 2009

Commercialisation to go under the Spotlight at the 5th Global Plastic Electronics Conference and Exhibition

Summary

The Plastic Electronics Foundation and IntertechPira announce the agenda for this year's Plastic Electronics Europe 2009 Conference and Exhibition. The show takes place 27-29 October 2009 at the Maritim Hotel & Conference Center in Dresden, Germany, and provides a vital platform where science and industry can meet to drive forward commercialisation in organic electronics.

Leatherhead, Tuesday 28 July 2009

The full agenda for the 3-day Plastic Electronics Conference and Exhibition is announced for October in Dresden.

Event focus

Now in its 5th year, this well established, industry-leading event will again focus on the commercialisation of plastic electronics. The industry is awash with new developments in technology but the key to creating longevity for this sector is successfully pushing more prototypes through into effective end use applications.

Plastic electronics has the potential to save time and cost, and increase functionality in products as diverse as consumer electronics, construction, automotive, lighting and display, logistics and even fashion. With end users desperate to differentiate their products and cut costs in today's ruthless business environment, now is the time for developers of plastic electronics to claim the crown that is rightfully theirs.

Plastic Electronics is the biggest annual event for industry with over 500 attendees in 2008, we expect 800+ this October.

Karl Leo, Institute Director of FRAUNHOFER IPMS in Germany comments:

"The Plastic Electronics meeting in Dresden will display the progress in the exciting field of plastic electronics. Like no other meeting, it will report on the full breadth of the field, from novel ultrahigh efficient white OLED over solar cells to application in sensors and many other fields. All key researchers and companies from around the world will be represented."

New event format for 2009

Based on feedback from attendees to the 2008 show, this year's event will expand to fill 3 full days.

Day 1 – 2 full day forums and a half day workshop on:

- **Forum 1 – Integrated Smart Systems**
- **Forum 2 – Smart Fabrics and Intelligent Textiles**
- **Workshop – Energy Harvesting (pm only)**

Day 2/3 – morning plenary sessions and afternoon symposia sessions on the following topics:

- **Flexible Displays**
- **OPV**
- **Organic Electronics**
- **Lighting/Signage**
- **Organic/Inorganic Opportunities**

Key speakers

This year's agenda features some of the leading lights from industry and academic including:

- Sir Richard Friend, Cavendish Professor at the University of Cambridge and Chief Scientist & Co-Founder of **Plastic Logic**
- Karl-Heinrich Hahn, Senior VP at **BASF**
- Tetsuo Urabe, Corporate Executive SVP at **Sony**
- Prof. Steve Forrest, Professor at the **University of Michigan**
- Prof. Junji Kido, Professor at the **University of Yamagata**
- Dr. Danilo de Rossi, Professor at the **University of Pisa**
- Richard Archuleta, CEO of **Plastic Logic**
- Prof. Karl Leo, Institute Director of **Fraunhofer IPMS**
- Gildas Sorin, CEO of **Novalled**
- Tapani Ryhänen, MD of the Nokia **Nanoscience Center**
- James Buntaine, CTO of **Eastman Kodak**
- Prof. Dermot Diamond, Professor at **Dublin City University**
- Barry Young, President of the **OLED Association**

See the full line up of speakers at <http://www.plastic-electronics-europe.com/agenda.aspx>

2009 Awards for Innovation

This October will see the second year of the Plastic Electronics Foundation and +Plastic Electronics Magazine annual Awards for Innovation. Categories are:

- Outstanding contribution to plastic electronics (sponsored by Cambridge Display Technology)
- Engineering breakthrough (sponsored by Fraunhofer IPMS)
- Most innovative/novel use of plastic electronics

Nominations are now open, visit www.plastic-electronics-europe.com/awards.aspx to find out more and submit a nomination.

For more information on any of the above please contact Anne Schofield or visit the event website at www.plastic-electronics-europe.com

About The Foundation

The Plastic Electronics Foundation is a not-for-profit organisation founded by industry guru Ed van den Kieboom. Its main objective is to promote the technology of printable, organic based flexible electronics into marketable applications and products worldwide. The foundation is developing and co-ordinating the themes of the conference.

www.plastic-electronics-org

About IntertechPira

IntertechPira is a leading events, training, online information and publications provider across a variety of disruptive technologies spanning numerous industries, including plastic electronics, smart textiles, photovoltaics, displays, alternative power and RFID. IntertechPira is responsible for developing the event programme, marketing, management and on-site production.

www.intertechpira.com

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