Press Release **2nd July 2009**

Next generation electronics:

prelonic presents world novelties at LOPE-C 2009

Produced via conventional printing processes, paper thin, flexible and at a cost level far below all known electronics: Printed electronics are expected to create a new hype in electronics.
***prelonic* presented new prototypes at LOPE-C. These outstanding stand alone application demonstrators show how *prelonic* will use printed electronics to launch first products end of the year.**

Printed elements like batteries and displays are under development for years now. But the area of printed electronics is still waiting for the commercial success of the technology. New developments seem to shift the technology to a new application level.

Newest prototype: Translator Module shows terms in French and English.
Equipped with a printed battery, the translator card can translate either in French or in English – according to the pressed push button

„Full functional application demonstrators, which could work stand alone – yes, that is a novelty. The printed electronics producers should not longer wait for the market – we have to do the next step and offer product-like prototypes. Otherwise we will never take off. prelonic did this step, and the response was incredible." Friedrich Eibensteiner, CEO of *prelonic*, was commenting on *prelonics* LOPE-C engagement in Frankfurt.

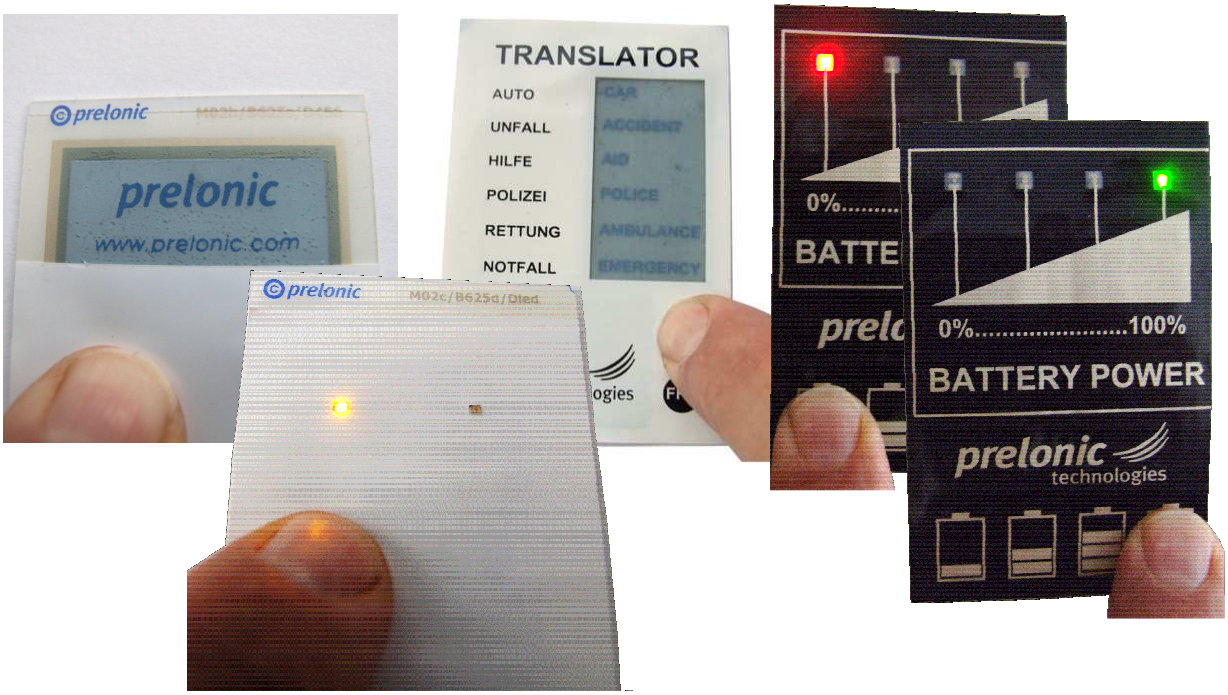
The LOPE-C is the yearly fair of the OEA (Organic Electronics Association; part of VDMA) which was joined by companies around the whole world.

Besides the very well-attended *prelonic* booth, the CEO of *prelonic* gave a speech at the LOPE-C conference. This presentation was dedicated to the necessary measures to enable the ramp up of printed electronic business: an single element is not a product and integration via printing will bring all the advantages of printed

electronics. For high performance classical silicon has to be employed and printed electronics has to develop as professional tools as classical electronics.

„To try to sell single elements, like displays or batteries, will not bring us closer to the market. There is a lack of integrators, which are able to build products out of all the elements." Friedrich Eibensteiner tries to explain the main hurdle.

To proof this theory, *prelonic* prepared some different prototypes and showed them at the LOPE-C: Some display/battery modules, 7-Segment modules and also LED modules.



Various prototypes presented by *prelonic*.
These prototypes show, how gaming cards, marketing material, greeting cards and other printed products could look like.

These prototypes are fully printed (except LEDs) and produced integrated. That means no assembly and contacting work after producing the elements – the connectivity is achieved via the printing process.

Company description

prelonic technologies GmbH is a high-tech start-up in the new field of printed electronics started in 2007 in Linz, Austria. *prelonic* aims to become a leading player in development and mass production of integrated and printed electronic modules, like display modules, sensor modules and RFID modules. These products will be paper-thin, flexible and could be customized to every form and application.

The founders

Friedrich Eibensteiner (46), CEO

Dr. Eibensteiner is founder of *prelonic* . He is an innovative entrepreneur with 10 years of experience in building up high tech companies. Prior to starting *prelonic* he was managing and growing high tech companies in the fields of printed electronics and transponder technology.
From 1997 to 2000 he ran his own consulting company (SYSAN – Systemic answers) in the technology segments Biotechnology and Systems Analysis, before he joined the Trierenberg Group and built up the Systems Integrator for Transponder Technology TRICON. Before founding *prelonic* he was CEO and Managing Director of the Nanoident Organic FAB GmbH.

Heinz Durstberger (50), CFO

Heinz Durstberger is co-founder of *prelonic*. He was member of the Board of Directors of TRIERENBERG HOLDING AG, a globally active industrial group, and headed a number of electronic and polymer companies in Europe, Asia and in the US. Before, he managed an international group, active in the electrical power engineering industry. .
Heinz Durstberger achieved a remarkable track record in strategic development, internationalization, sustainable growth and turnaround of single companies and groups. In 2008 Heinz Durstberger founded his own investment company " XENOX CAPITAL".

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