

## **PRESS RELEASE**

Dresden, Germany, 14<sup>th</sup> April 2009

### **Novalled showcases ultra stable OLEDs at Lighting & Finetech Japan**

**Novalled AG, leading technology and material provider for a new generation of lighting and display products, will introduce a novel defect tolerant OLED structure at Finetech Japan in Tokyo from 15th to 17th April 2009.**

Novalled's Defect Tolerant OLEDs maintain the appearance of a homogeneously lighted-up surface even in the case of electrical shorts, thanks to the use of its proprietary electrode design. One OLED element consists of two comb-shaped interlocked electrodes, which give a uniform light emission. If a short in one of the stripes appears, the resistance of the stripe will limit the current flow and prevent a further rise of current and temperature, which would otherwise destroy the OLED.

"OLED devices based on the new Novalled structure are well suited for large area lighting or other lighting applications which require a long maintenance cycle", says Gerd Guenther, VP Marketing and Sales of Novalled AG. "We are looking forward to presenting an OLED-wall demonstrator at the Novalled booth illustrating the concept of the Novalled defect tolerant structure. The topic will be also discussed in the talk of Mr. Philipp Wellmann of Novalled at Lighting Japan." Further demonstrators like the Victory OLED Lamp with Novalled PIN OLED® inside will be exhibited to introduce possible lighting applications.

In time for the Lighting & Finetech event Novalled is going to launch its web site in Japanese and Korean languages underlining the importance of the Asian markets.

#### **About OLEDs**

OLEDs (organic light-emitting diode) are semiconductors made of thin organic material layers of only a few nanometers thickness. They emit light in a diffuse way to form an area light source. In a fast growing display market OLEDs are key part of a revolution: the dream of paper-thin, highly efficient displays with brilliant colors and great flexibility in design. OLEDs represent the future of a vast array of completely new lighting applications. By combining color with shape, organic LEDs will create a new way of decorating and personalizing personal surroundings with light. At the same time OLEDs offer the potential to become even more efficient than energy-saving bulbs.

#### **About Novalled**

Novalled AG is a world leading company in the OLED field specialized in high efficiency long lifetime OLED structures and an expert in synthetic and analytical chemistry. The company offers complete solutions to the organic electronic markets, commercializing its Novalled PIN OLED<sup>R</sup> technology along with its proprietary OLED materials. Novalled has developed long term partnerships with major OLED players worldwide. Based on more than 400 patents granted or pending, Novalled has a strong IP position in OLED technology, and was named No. 1 on a list of coming world market leaders by the German newspapers Handelsblatt and Wirtschaftswoche. Main investors are eCAPITAL, Crédit Agricole Private Equity, TechnoStart, TechFund and CDC Innovation. For details please visit [www.novalled.com](http://www.novalled.com) or the currently released Asian pages [www.novalled.com/jp](http://www.novalled.com/jp) and [www.novalled.com/kr](http://www.novalled.com/kr). Media contact: Ms Anke Lemke, phone: +49 (0)351 796 5819 or [anke.lemke@novaled.com](mailto:anke.lemke@novaled.com)