

## **OLED100.EU WINS - BEST ICT FOR ENERGY EFFICIENCY PROJECT - AWARD FROM EUROPEAN COMMISSION**

**March 2<sup>nd</sup>, 2010** – The European [Commission's ICT for Energy Efficiency \(ICT4EE\)](#) has granted its Best ICT4EE Award to the OLED100.eu project. [OLED100.eu](#) has received the First Place Award for its ICT contribution by showing that adoption of OLED lighting can lead to substantial improvements in energy efficiency and for its efforts to educate the public and disseminate the OLED (organic LED) lighting vision.

“OLED Lighting can offer affordable, reliable, efficient lighting to people throughout the world. This project is at the forefront of lighting technology development and should lead to highly innovative energy-saving solutions,” says [Cristina Bueti](#), Policy Analyst, International Telecommunication Union (ITU) and jury member of the Best ICT4EE Award.

Best ICT4EE Project Award competition was open to all publicly-funded research and technological development projects that involve one or more participants having research and/or business interests in each of the ICT and energy domains. Out of 39 candidates, web voting and jury decided that the first place prize be shared equally by the OLED100.eu and Beywatch projects. The winners received the related € 10.000 grand prize each.

“Today, over 20% of all the electric power consumed in the EU is used for lighting. The energy used to supply lighting produces greenhouse gases equal to 70% of the emissions from all the world's passenger cars.” says Stefan Grabowski, senior scientist at Philips Research and project coordinator of OLED100.eu. “Our project will deliver OLED lighting that is at least 7 times more efficient than conventional incandescent lighting. Widespread adoption of OLED lighting could actually result in a decrease in greenhouse gas emissions.”

Organic light-emitting diodes (OLEDs) are efficient light sources with new exciting features. OLEDs can cover large areas; they are extremely thin and can be made on substrates of virtually any shape. This high level of flexibility in terms of design and application makes them highly appealing for lighting designers, manufacturers and consumers. A multitude of colours is available and the quality of the emitted light is high. The spectrum can be tailored such that it resembles the daylight spectrum, for instance. Moreover, as a highly efficient light source, OLEDs have the potential to achieve substantial energy savings. All this makes OLEDs an attractive new type of solid-state lighting that is a compelling candidate to replace conventional lighting systems for large area illumination.

“Collaborative innovation is not only about technical breakthrough but also about engaging businesses, governments and public at large” says Tom Pearsall from European Photonic Industry Consortium (EPIC), who is responsible for dissemination in OLED100.eu. “Providing visible and convincing showcases for investment to stakeholders enables them to anticipate new developments and accelerate the adoption of breakthrough technology “.

### About OLED100.eu

OLED100.eu is an integrated European research project to accelerate the development of organic light-emitting diode (OLED) technologies. It received €12.5 million funding by the European Community's Seventh Framework Programme to form the technological basis for efficient OLED applications for the general lighting industry in Europe. The consortium focuses on five main goals:

- High power efficacy (100 lm/W)
- Long lifetime (100.000 h)
- Large area (100x100 cm<sup>2</sup>)
- Low-cost (100 Euro/m<sup>2</sup>)
- Measurement standardization / application research

Partners in the OLED100.eu consortium include:

- Bartenbach LichtLabor GmbH, Austria
- European Photonics Industry Consortium (EPIC), France
- Evonik Degussa GmbH, Germany
- Fraunhofer Institute for Photonic Microsystems (IPMS), Germany
- Microsharp Corporation Limited, Great Britain
- Novald AG, Germany
- Océ Technologies B.V., The Netherlands
- OSRAM Opto Semiconductors GmbH, Germany
- Philips Lighting, Business Center OLED Lighting - Lumiblade, Germany
- Philips Research, Germany
- Physikalisch-Technische Bundesanstalt (PTB), Germany
- Saint-Gobain Recherche S.A., France
- Siemens AG, Germany
- Technische Universität Dresden, Institut für Angewandte Photophysik, Germany
- Universiteit Gent, Belgium



<http://www.research.philips.com/newscenter/pictures/100301-oled100eu-pict.html>

**Caption 1:** OLED is an efficient light source that can cover large areas, is extremely thin and can be made on substrates of virtually any shape.

Caption 2: OLED100.eu has received the ICT4EE Award for its ICT contribution by showing that adoption of OLED lighting can lead to substantial improvements in energy efficiency.

Additional project information is available on: [www.oled100.eu](http://www.oled100.eu)

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