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## Organic Electronics Live:

### ***OE-A Presents New Roadmap and Organic Electronic Giveaways***

**What are the future applications for organic electronics, which processes and materials are needed, what are the major hurdles? The second version of the OE-A Roadmap for Organic Electronics provides answers to these questions. In addition, the Organic Electronics Association (OE-A) will present live demonstrations of flexible organic electronic systems and provide giveaways with a set of printed electronics samples and interactive electronic paper cards. The giveaways and the roadmap will be presented for the first time at the Organic Electronics Conference & Exhibition (OEC-07) from 24<sup>th</sup> to 26<sup>th</sup> September 2007 in Frankfurt, Germany.**

Frankfurt/Main, Germany, September 09, 2007 – Organic electronics — thin, lightweight, flexible and produced at low cost - are on the way to being used in first products now. The OE-A - the key industry association for organic and printed electronics - supports its members and the community by providing a platform for the exchange of information, initiating technical cooperations and informing the public.

Also for the first time, a set of organic electronics devices will be distributed as an inlay in the **new OE-A brochure**, including printed batteries, displays, radio-frequency-tags, sensors, switches, transistors. Additionally, **flexible demonstrators** combining multiple organic electronic devices will be shown. Acreo, Agfa, BASF, COPACO, Fraunhofer IAP, H.C. Starck, HDM-Stuttgart, MAN Roland, Mitsubishi Polyester, Plastic Electronic, PolyIC, Thin Film Electronics and VARTA Microbattery are all working together on these projects. **Interactive electronic paper cards** by Printed Systems are also included in the brochure. They enable easy access to a number of websites, cross-linking the paper and the digital world.

OE-A members updated and expanded the **roadmap for organic electronics**. This second

version gives an overview of future product generations, material and technology requirements, and identifies “red brick walls” – principle challenges on the way towards mass production.

“The roadmap and technical projects are key activities of the OE-A. Additionally, we have largely enhanced our global activities during the last twelve months. With meetings in Europe, North America and Asia, we are on the way to a truly global network for organic electronics,” says Wolfgang Mildner, chairman of the OE-A.

The recent results of the OE-A will be presented in a keynote presentation and a press conference on September 25 at OEC-07.

#### About the **Organic Electronics Association (OE-A)**

The Organic Electronics Association (OE-A) is a working group within the German Engineering Federation (VDMA). It was founded in December 2004. OE-A is the international key industry association for organic electronics and represents the whole value chain of this emerging industry. Our members are international leading companies and institutions, ranging from R&D institutes, component and material suppliers, and equipment and tool suppliers to producers / system integrators and end-users. More than 80 companies from Europe, the US and Asia work together to promote the establishment of a competitive production infrastructure for organic electronics. The vision of the OE-A is to build a bridge between science, technology and application. Nearly 3000 member companies from the engineering industry make VDMA the largest industry association in Europe.

For more information see: [www.oe-a.org](http://www.oe-a.org)

#### About the **Organic Electronics Conference & Exhibition (OEC-07):**

The Organic Electronics Conference & Exhibition (OEC-07) will be held from 24<sup>th</sup> to 26<sup>th</sup> September 2007, in Frankfurt/Main, Germany. The OEC is the leading international marketplace for organic electronics, industry-driven, and a cooperation of the OE-A and cintelliq. The latest results and trends from the field of organic and printed electronics will be introduced in over 100 papers by representatives from industry and research. At OEC-07 the first printed low cost organic tickets developed by Bartsch and PolyIC within the Project PRISMA (“Printed Smart Labels”, funded by the German ministry of Education and Research) will be field tested. At the related exhibition, products, prototypes, equipments and services associated with organic electronics will be presented by 35 companies and institutes from around the world.

For more information see: [www.oec-europe.com](http://www.oec-europe.com), [www.cintelliq.com](http://www.cintelliq.com), [www.prisma-projekt.de](http://www.prisma-projekt.de). .

For questions or further inquiries please do not hesitate to contact Dr. Klaus Hecker (Tel.: +49-69-6603-1336, [klaus.hecker@vdma.org](mailto:klaus.hecker@vdma.org)).



Figure: Get the feeling: Give-away to the new OE-A brochure including a set of organic electronic samples.

For a high resolution picture please contact: [klaus.hecker@vdma.org](mailto:klaus.hecker@vdma.org)