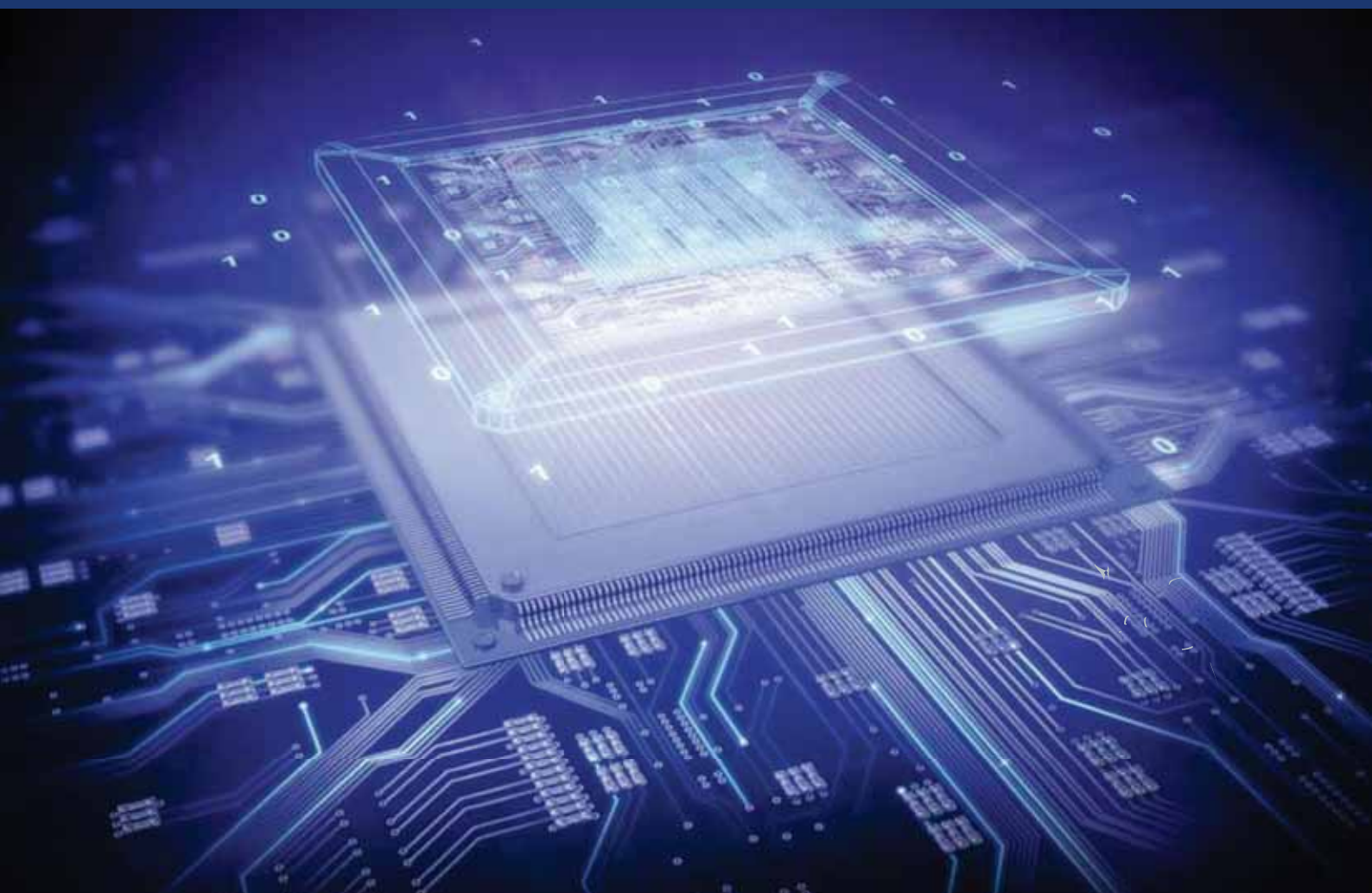


WELCOME TO THE WORLD OF

PRINTED ELECTRONICS & THIN FILM PHOTOVOLTAICS

IDTechEx

ONLINE | IN PRINT | LIVE EVENTS



www.IDTechEx.com

About IDTechEx - Your business comes first

IDTechEx are renowned independent, international experts and consultants in Printed Electronics – Organic and Inorganic. For the past nine years we have serviced the disruptive technology sectors, producing CEO Executive events tailored to local audiences in the USA, Asia and Europe. Our Printed Electronics global event series is now in its fifth year and the acknowledged market leader. In 2007 we launched our global news and analysis portal for the industry, Printed Electronics World, available for free at www.PrintedElectronicsWorld.com.



Dr. Peter Harrop
Chairman



Raghu Das
CEO

Premium content,
First class business contacts

Market Intelligence now and into the future

An emerging market with VAST opportunities

IDTechEx forecast that the printed electronics market is likely to exceed \$300 billion in about 20 years. It will become a vast market, successful because the technology offers many different benefits including lower cost, superior performance, robustness and flexibility, thinness, environmental benefits and fault tolerance. The technology will impact many different markets from displacing existing technologies, such as conventional displays, to creating new markets, such as ultra low cost “disposable electronics” on retail packaging.

Clearly the enormous potential of printed electronics is created by much more than the popularly portrayed advantage of cost causing replacement of conventional electronics.

IDTechEx is dedicated to providing you with the best platforms and knowledge that allows you to maximise the potential of this exciting new market.

“Very Impressive”

Simona Rucareanu
TNO/Holst Centre

“Excellent”

Nate Monosoff
CH2M Hill Advanced Technologies

Contact our sales team on
+44 1223 813 703 / +1 617 577 7890
sponsor@IDTechEx.com



Consultancy



Market Research



Publications



Events



Awards

IDTechEx Consultancy

IDTechEx offers consultancy, research and advisory services to help you to develop your business in printed/thin-film electronics

For the past nine years IDTechEx has provided strictly independent marketing, technical and business services. Our work for over 200 companies includes technology and market benchmarking, analysis of companies due diligence, in-company masterclasses and global research.

We can help you to:

- Exploit (new) markets and technologies
- Develop and benchmark your strategy
- Determine optimal product positioning
- Dominate your competitive environment

We provide global coverage and expertise with technical associates located worldwide including Japan, Korea, China, USA, Germany, UK. Most of our work is carried out under non-disclosure agreement. However here are a few companies we have worked for in the past:

Hewlett-Packard, Schipol International Airport, Whirlpool Europe, Tyco/ADT, Manchester Airport, Shell, Rexam, Guinness, ICI, Cazenove Private Equity and many more...

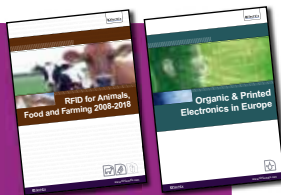
Market Research:

The most quoted and trusted analysis in the industry

IDTechEx produces over 35 reports providing market forecasts, assessment, analysis and trends. Each frequently updated report can provide your company with the most current and comprehensive information you need to develop and build your business.

Reports are available by:

- Geographical Area: North America, Europe, Asia
- Technology
- Application Area
- Industry 10-year Forecasts



IDTechEx Databases

PRINTED ELECTRONICS Supplier & Researcher Database

Profiling over 700 organisations involved in Printed Electronics, get access to key information including:

- » An organisations contact details
- » Areas of work
- » Full description of the organisation's activities, illustrated where relevant

This unique resource offers:

- » Detailed profiles – giving you the wide picture of what each company is doing
- » A fully searchable database
- » Continuous updates – existing profiles are updated and new companies are added regularly
- » Links from an organisation's profile to presentations they have given at IDTechEx events (many including audio recordings)

IDTechEx Online & In Print



Online: Printed Electronics World.com

- The World's fastest-growing industry hub for printed electronics.
- Free daily news and analysis on the latest developments
- Searchable under key technology sectors
- Weekly email news letter
- The most focused newsletter to target the entire industry

In Print: Printed Electronics World Review

Printed Electronics World Review will be launched at our world-leading Printed Electronics USA event in December.

This high-quality print magazine will be bi-annual and distributed globally, free of charge to the top decision makers relevant to the printed electronics industry from the IDTechEx contacts database; 15,000+ key industry contacts (and growing).

Content and focus:

- » Market Forecasts
- » Industry News
- » Interviews with thought leaders and innovators
- » Feature focus – on technology areas and applications
- » Investment & IP
- » Recruitment



Why advertise:

- » Increase brand/product awareness
- » Generate new leads and new business
- » Advertise recruitment
- » Product launch
- » Promote offers
- » Create new traffic to your company and services
- » Market test
- » Run a case study

First Class Events from Printed Electronics Experts



IDTechEx has over five years experience running successful printed electronics conferences and exhibitions – which is why you can be sure that at an IDTechEx event you'll be taking part in an expertly run, business-focused forum, attended by hundreds to thousands of attendees from across the globe.

We consistently attract best-in-class speakers who deliver analytical presentations to the highest standards alongside the world's largest and fastest growing exhibition on the topic, in the three key continents – bringing our exhibitors world wide exposure and content.

By exhibiting or sponsoring one of our prestigious printed electronics events, you have a great opportunity to raise your profile amongst the key players, and to position your company as a leader in the industry.

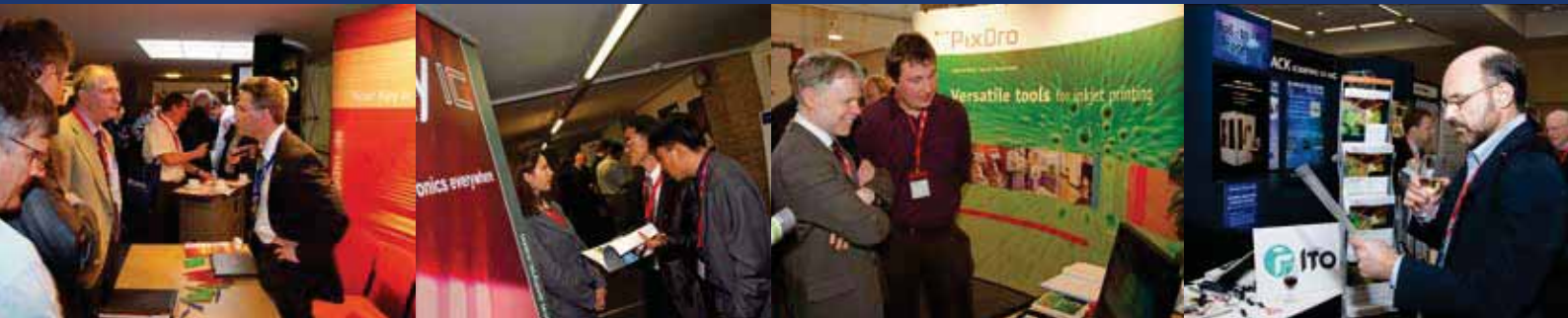
If you want to raise your profile, meet customers, suppliers and partners, launch to market, and grow your business, this is THE industry platform to be associated with.

- » The world's most widely respected series of events for the industry
- » Seen as “most attended” by the entire market
- » World's largest and most comprehensive printed electronics exhibition
- » First-class, knowledge-led conference agenda
- » THE focus of industry innovation and where new product is brought to market

Exhibitors include global brands...



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In June 2008, IDTechEx launched the first photovoltaics events 100% focused on solutions beyond conventional silicon.

About the market

Solar energy is receiving worldwide attention. The photovoltaics industry is rapidly expanding with manufacturing plants of increased capacity and implementations materializing.

Promising innovative processes and materials are being studied. Companies all over the world are exploring the potential for improved cell efficiencies, moving away from conventional silicon (Si) technology. These new technologies promise flexibility, printability and lower manufacturing, implementation and maintenance costs.

In 2007, the global photovoltaic market grew by over 40%, with approximately 2.3 gigawatts of newly installed capacity. Today, the global cumulative installed capacity has reached 9 gigawatts peak (source: EPIA).

93% of the photovoltaic market in 2008 is based on crystalline silicon, and just under 7% on amorphous silicon types. Both are expensive, rigid and brittle due to the limitations of silicon.

Silicon shortage has been a driver for technologies not based on Si. Many alternatives are now available, such as Copper-Indium-Gallium-Selenide (CIGS) technologies, Dye-Sensitized Solar Cells (DSSC), CdTe, organic PV to name a few. Printed inorganic versions and new technologies such as carbon nanotubes and quantum dots have relevance too. Some of these are expected to achieve grid-electricity prices. Silicon cost and shortages are not an issue in these technologies and achieving grid-electricity prices becomes a very realistic prospect.

***“Good for technology,
good for networking”***

*Steve Postle
Sun Chemical*

***“The conference was one of
the best organized I have
ever attended”***

*Ray LaPierre,
McMaster University*

“Good event”

*Nasser Karam
Boeing Spectrolab*



**Companies already involved
in IDTechEx Photovoltaics
Beyond Conventional Silicon
Conferences**

Why exhibit/sponsor IDTechEx Printed Electronics events?

IDTechEx

- » Reach a world-wide audience, attendance is typically from over 25 countries
- » Our programs feature new topics, new speakers, and more new exclusives than any other
- » Be seen as thought leaders on the latest developments at the industries largest events on the topic
- » Learn from the latest industry insight from IDTechEx analysts – bringing it all together for you

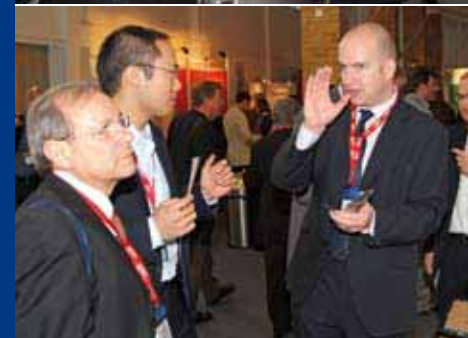
How do we attract attendees?

We employ a strong marketing and PR campaign to attract thousands of attendees to our events giving exhibitors and sponsors huge exposure before, during and after the event

We effectively target key decision makers through:

- » Printing, electronics, chemical and packaging databases, journals, websites and trade bodies
- » Targeted emails and advertisements through our media and trade partners
- » Insertion of brochures into leading publications
- » Extensive analyst articles printed in magazines around the world
- » Promotion to the IDTechEx database of over 70,000 global contacts
- » Promotion of the event in Printed Electronics World – the journal the industry reads (www.PrintedElectronicsWorld.com)
- » Press campaigns into end user verticals including advertising, design, displays, renewable energy, packaging, printing, consumer goods etc

Commit to our events early to ensure you get the most publicity as we give you coverage throughout our marketing campaign.

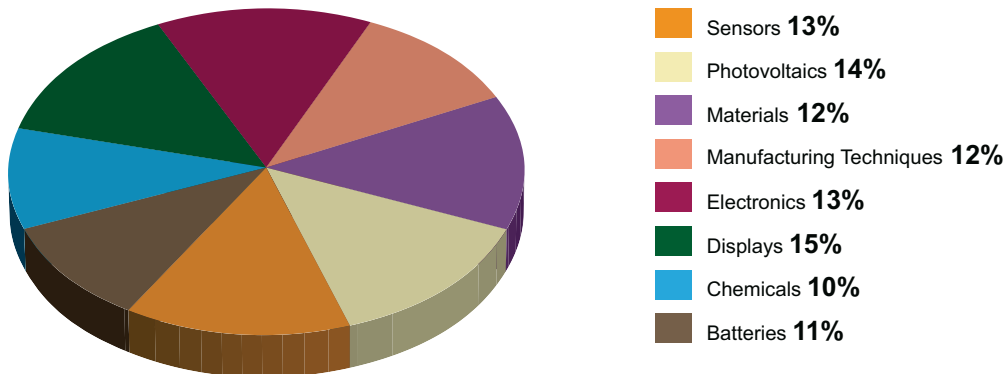


Who attends IDTechEx events?

“This conference was an excellent opportunity for us as a spin-off company to come into contact with key players in the field”

Joost Valeton, NeoDec

Printed Electronics events attendees by company activity:



End use application sectors present at Printed Electronics events:

- Outdoor media/advertising
- Indoor signage and promotions
- Consumer electronics
- Brands and Consumer Packaged Goods (CPG)
- Healthcare and pharmaceuticals
- Toys and promotions
- Renewable energy
- Architecture/design
- Packaging and printing
- Consumer displays (TV, cellphone, other)
- Government and military

99%

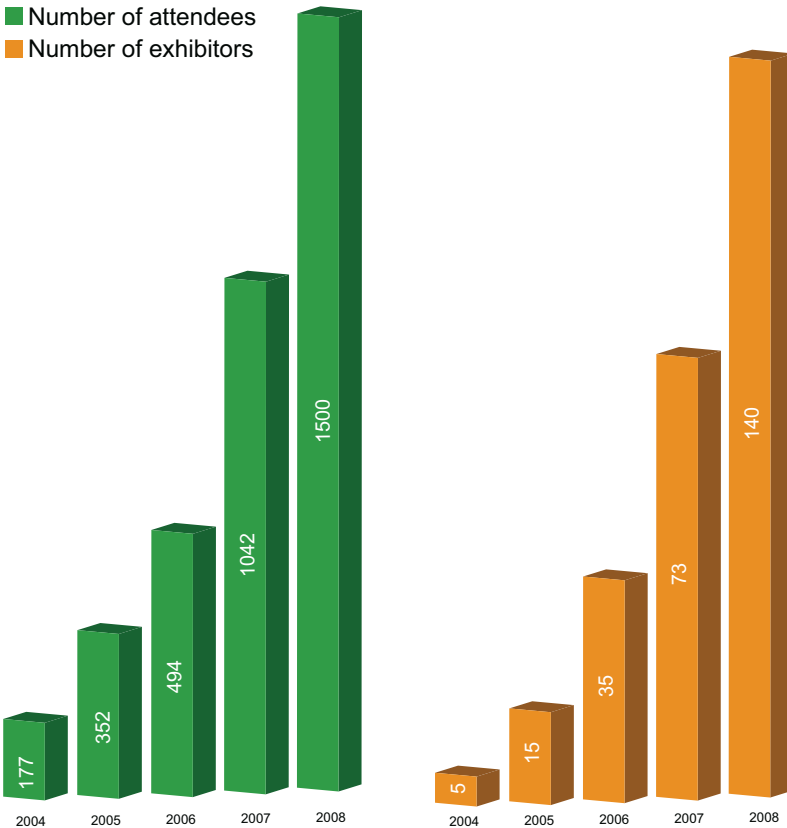
of attendees rate
IDTechEx events as
'Excellent' or
'Very good'

By nationality

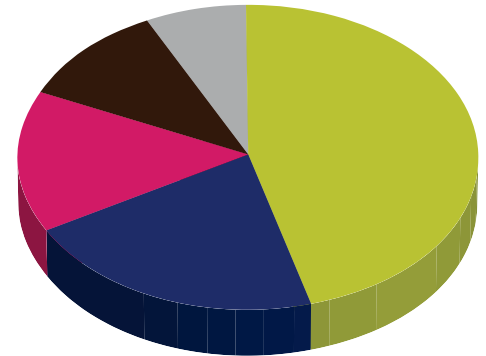
IDTechEx events are truly international – with typical representation from over 25 countries at each event.

Exponentially growing events

- Number of attendees
- Number of exhibitors



Previous Printed Electronics event attendees by job title



CEO/Director	46%
VP and Business Development	21%
Researcher/Analyst	15%
Scientist	11%
Engineer	7%



The Printed Electronics Venture Capitalist/Investors Summit

With over \$5bn sales forecast for printed electronics in 2010 (source: IDTechEx), VCs are eager to invest in printed electronics. Suitable funding is required to drive development of printed electronics into viable commercial solutions. With massive opportunities there will be many successes.

IDTechEx is holding an optional summit dedicated to bringing together venture capitalists / investors with companies seeking investment. Analysts IDTechEx will introduce the latest progress in this sector, such as fund raising so far, undersupplied sectors and company profiles. A panel of VCs will then cover their thoughts on the sector and company profiles they seek for investing. This will be followed by a range of companies who seek investment giving 10 minute overviews of their proposition and technology.

We see this market growing to a multi-billion dollar opportunity within 5 years and hundreds of billions in 20 years - namely due to the creation of new markets and going where conventional electronics cannot.

Companies involved or intending to be involved in any part of the printed and thin film electronics value chain and seeking funding should attend this event. There will be ample time to have one-to-one discussions during the conference.

“The perfect environment”
Friedrich Einsteinner, Prelonic Technologies

*With over \$5bn sales forecast
for 2010, VCs are eager to
invest in printed electronics...*

Contact:

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The Printed Electronics Awards

The IDTechEx Printed Electronics Awards recognize and celebrate innovation, success and development across the industry; from R&D to fully commercialized product. Now in their second year, they are already established and recognised across the industry as **THE** accolade to win.

“The printed electronics award for Best Commercialization from IDTechEx gave Menippos GmbH great international and national publicity and enforced the trust of venture capital companies and target customers in our product and technology”

The previous winner of the Best Commercialization Award
Menippos GmbH

Sponsor the Awards

- Be seen as championing the industry
- Benefit from a high visibility campaign to the whole industry
- Meet and network with the key players
- Forge new relationships in an environment celebrating success
- The perfect platform for nurturing new business relationships as well as supporting key clients



Enter the Awards

If you would like your company to be recognized for outstanding achievements simply follow entry instructions on the Awards website. Any company or university operating within the printed or partially printed, organic or thin film electronics market is welcome to enter.

You can enter one or more of the following categories:

Technical Development Materials Award

Technical Development Manufacturing Award

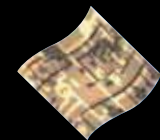
Technical Development Device Award

Best New Product Development Award

Best Commercialization Award

Academic R&D Award

“The Networking Dinner was particularly helpful - as newcomers to the sector, we were able to talk freely to a number of industry experts all around one table!”
Mike Stannard, Bac2 Ltd



Printed
Electronics
AWARDS

IDTechEx.com/peAwards

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