

**December 4, 2008 Thursday 1:00 PM GMT**

## **Plastic Logic's eReader Display Technology Receives IDTechEx Printed Electronics USA Award for Technical Development**

Plastic Logic's breakthrough plastic electronics display technology- the core of its forthcoming new eReader product- has earned the IDTechEx Printed Electronics Award for Technical Development Device . The award was given in recognition of the most significant development of a device or component in the printed electronics industry over the last 24 months.

Plastic Logic has made advances in plastic electronics that are enabling the worlds' thinnest, lightest, largest and most robust plastic displays. The display is the key component in Plastic Logic's first commercial product: A groundbreaking electronic reader that provides a portable digital reading experience that is better than paper. The product will be released in the marketplace in Spring 2009.

Plastic Logic's fundamental technology applies electronics on thin, flexible plastic substrates, utilizing a process that is simpler than conventional glass silicon processes, and yields benefits in terms of high-volume, quality, and low-cost products, with the added benefit of environmental savings. The technology has long-term implications across products in a range of industries, but during the past two years, Plastic Logic has focused its research and development on pioneering a groundbreaking large-format active matrix display.

"Plastic Logic essentially has taken a Cambridge UK university research project in plastic electronics with great promise and, over the course of the last two years, proven its process and scale, made the successful transfer from R&D proof of concept to commercial product manufacturing in our new Dresden, Germany factory. The factory is the world's first commercial scale plastic electronics manufacturing facility and is a technical achievement in its own right," said Plastic Logic CEO Richard Archuleta. "We are very honored by this esteemed industry recognition."

Plastic Logic achievement was recognized yesterday evening at the Printed Electronics Awards Dinner at the Leonardo da Vinci exhibition at The Tech Museum in San Jose, as part of Printed Electronics USA Conference being held here Dec. 3-4. Awards were announced and presented by Raghu Das, CEO of IDTechEx, and Dr. Peter Harrop, Chairman.

### **About Plastic Logic**

Plastic Logic's mission is to lead the plastic electronics revolution, and in the way people acquire, organize and consume information. We are using our proprietary technology leadership in plastic electronics to create a range of innovative products. Our first product, focused on reading digital content, will enter the marketplace in Spring 2009.

Founded in 2000 by researchers out of the Cambridge University Cavendish Laboratory, the Company has received more than \$200 million in funding from leading international technology firms

and investors. Plastic Logic has research and development in Cambridge, England; high-volume, state-of-the-art manufacturing in Dresden, Germany; and executive management, product engineering, sales and marketing headquartered in Mountain View, California. For more information please go to <http://www.plasticlogic.com> .