



Add-Vision awarded Core Technologies grant by the National Energy Technology Laboratory (NETL) to advance printed P-OLEDs for solid state lighting (SSL).

SCOTTS VALLEY, California USA, October 17, 2008

Add-Vision Inc. announced today that it has been selected by the National Energy Technology Laboratory (NETL) for a three year research and development project entitled “Low Cost, High Efficiency Polymer OLEDs based on Stable p-i-n Device Architecture”. The research project represents a collaborative research between Add-Vision, Dr. Qibing Pei’s research team at the University of California, Los Angeles (UCLA), and Dr. Sue Carter’s research team at the University of California, Santa Cruz (UCSC). Under the project, the research teams will design and synthesize advanced materials to enable a next-generation polymer OLED technology, one that is high efficiency, long-lived, and manufacturable using low cost processing assuring adoption into solid state lighting (SSL) applications. NETL will fund up to \$1.56 million of the \$2.2 million research project, with yearly funding based on successful delivery of milestones.

Dr. J. Devin MacKenzie, Add-Vision’s CTO and the project’s Principal Investigator responded, “The Department of Energy has issued a strong challenge to the SSL industry to develop an ultra-high efficiency OLED lighting technology for reducing national energy consumption in the future. Add-Vision, UCLA and UCSC decided to collaborate under this Core Research project to bring together some of the leading scientists in the field of doped P-OLED technology to further accelerate the development of ultra high-performance SSL OLED. Our research teams will develop and combine new innovations in device structures, material design, processing, cathode technology, and flexible encapsulation technology to create high-efficiency, long-lived SSL OLED that can be manufactured at low cost. We anticipate the outcome of this project will be adoption of high-efficiency flexible P-OLEDs into early-entry SSL applications, including safety and commercial lighting applications.”

Matthew Wilkinson, Add-Vision’s President and CEO, added, “We thank NETL for its strong commitment to SSL OLED technologies. Our approach to printed SSL P-OLED technology offers tremendous potential because it will combine low power consumption, flexible form factor and superb manufacturability into a single SSL technology. At project conclusion, we expect that innovations arising from this project will be made available to our manufacturing partners to ensure broad dissemination of its benefits.”

About Add-Vision

Add-Vision is a leading developer of polymer organic light-emitting diode (P-OLEDs) technology for use in low-resolution displays and SSL applications. AVI is headquartered in Scotts Valley, California and is backed by a committed syndicate of strategic investors.

About NETL

The National Energy Technology Laboratory (NETL) is a federally owned and operated laboratory of the Department of Energy devoted to funding R&D partnerships with industry, university and other governmental agencies. Its research portfolio includes 1,800 projects with a total research value of \$14 billion annually. NETL’s mission is to enhance America’s energy security, improve environmental acceptability of energy production and use, and ensure a robust U.S. energy future.

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