

# PRESS RELEASE

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## **Novaled opens its first subsidiary in Asia**

**Novaled, a major OLED know how and service provider reinforces its presence in the Asian market by opening a Japan Branch office.**

Effective from 10th March 2008, Novaled set up a Branch Office in the Tokyo area. With this new opening, the company confirms its commitment to the OLED industry in Asia. The Novaled Branch office will contribute to further improve the service and support to existing customers, sustain the running cooperations and partnerships, and develop the company activities in the organic electronic field where the doped organics technology of Novaled is expected to play a key role.

“Novaled places service to customers as its first priority and wants to be in close proximity to them”, says Gerd Guenther, VP Marketing & Sales of Novaled AG.

“Japan remains a major center for the OLED industry and can play an important role in the fast emerging organic electronics markets”, adds Yoichi Kadota, Novaled Country Manager Japan. “We have the proper technology to support these industry moves”.

The Novaled Japan Branch office is accommodating a technology support service, aimed at providing first and fast reacting technical help to its Asian customers. Philipp Wellmann, Novaled Asia Customer Support Manager, is carrying out this service located in the Novaled Japan office.

### **About OLEDs**

OLEDs are semiconductors made of thin organic material layers of only a few nanometers thickness. They emit light in a diffuse way to form an area light source. In a fast growing display market OLEDs are key part of a revolution: the dream of paper-thin, highly efficient displays with brilliant colors and great flexibility in design is becoming reality. OLEDs represent the future of a vast array of completely new lighting applications. By combining color with shape, organic LEDs will create a new way of decorating and personalizing people’s surroundings with light. At the same time OLEDs offer the potential to become even more efficient than energy-saving bulbs.

### **About Novaled**

Novaled AG is a world leading company in the OLED (organic light-emitting diode) field specialized in high efficiency long lifetime OLED structures and an expert in synthetic and analytical chemistry. The company offers complete solutions to the organic electronic markets, commercializing its Novaled PIN OLED™ technology along with its proprietary OLED materials.

Novaled has developed long term partnerships with major OLED players worldwide. Based on more than 350 patents granted or pending, Novaled has a strong IP position in OLED technology.

Main investors are Crédit Agricole Private Equity, TechnoStart, TechFund Capital Europe and CDC Innovation. For more details please visit [www.novaled.com](http://www.novaled.com)

**For further information, please contact:**

**Novaled:**

Anke Lemke, Tel. +49 351 796 5819

email: [anke.lemke@novaled.com](mailto:anke.lemke@novaled.com)