

## PRESS RELEASE

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### Cooperation between Novalled and Ingo Maurer on transparent OLED Lamps

**Ingo Maurer, internationally renowned designer and producer of exceptional lamps and lighting systems, will exhibit two OLED lamps which are the result of joint efforts with Novalled on the Light + Building trade show in Frankfurt. Novalled AG, a pioneer in OLED Lighting- and Display-Technology, has developed some transparent, highly efficient OLED modules for this purpose.**

Ingo Maurer will present the pendant lamp "Flying Future" as well as the table lamp "4 x 4 is 34" at the Light + Building Frankfurt, both of which are equipped with Novalled OLEDs. Specific for these OLEDs made on glass substrates is the transparent nature in the off-state. With this feature the organic LEDs open up unimagined freedom of design, which cannot be realized with any other light source.

„The collaboration with one of the leading light designers worldwide and a forerunner in the usage of the OLED technology is both a great joy and a privilege for Novalled“, says Gerd Günther, CMO of Novalled AG. "These Ingo Maurer lamps are illustrating very well that first commercial OLED products can be realized already today"

„4 x 4 is 34 is a game with squares -as a geometrical shape but also with the number of sides, the symmetry“, states Ingo Maurer. "The mobility of the four light elements enables the user to influence the actual shape of the lamp. Flying Future is the realization of a long-cherished wish of mine“, admits Ingo Maurer. "Lightness and light, the almost amorphous shape of a kerchief floating in the air and now in addition the transparency of the OLEDs. The freedom of design, the novel stylistic elements made possible by OLEDs are a fantastic and exciting gift for us designers“, states Ingo Maurer. "The cooperation with Novalled was very inspiring and exciting. When visiting Novalled in Dresden, one feels the power and spirit of this company.“

The Novalled OLEDs emit homogeneous, pleasantly natural white light. Approximately about 2/3 of it are emitted forward through the glass substrate, whereas the remaining 1/3 are emitted to the backside. Flying Future is using 90 "Wing" OLEDs with an active area of 30 cm<sup>2</sup> and the "4 x 4 is 34" integrates 4 "Quadro" OLEDs with a segmented light emitting area of 100 cm<sup>2</sup>.

Visitors are very welcome to experience for themselves the beauty and the creative potential of the Novalled OLEDs and the Ingo Maurer lamps at the trade show booth 1.2, H18. Additional OLED lamps, light sculptures and OLED signage are being exhibited by Novalled at their booth in Hall 4.1, J51.

#### **about Ingo Maurer**

Ingo Maurer, born 1932, started to design exceptional lamps and lighting systems in 1966, which his company produces and distributes worldwide. He develops concepts and spectacular one-offs for private and public buildings with his team. Bulb (1966), the low-voltage halogen system YaYaHo (1984) and Lucellino (1992), a winged light bulb, are among his best-known designs. A number of his works have been included in permanent design collections as MoMA, New York. In 2010 Ingo Maurer received the Design Award of the Federal Republic of Germany.

[www.ingo-maurer.com](http://www.ingo-maurer.com)

*INGO MAURER*

### **about OLEDs**

OLEDs (organic light-emitting diode) are semiconductors that are made of thin organic material layers that measure just a few nanometers in thickness. They emit light in a diffuse way to form an area light source. This disruptive technology represents an entirely new approach for architects, designers, system integrators, planners and luminaire makers when working with light. OLED lighting has a dual nature, which means it can function both as a lamp and a luminaire. OLEDs herald the future of a vast array of completely new lighting applications and by combining color with shape, OLEDs will create a new way of decorating and personalizing surroundings with light. Furthermore, organic LEDs will make a significant contribution to sustainability due to their energy efficiency, environmentally friendly materials and reduced packaging requirements.

### **about Novaled**

Novaled AG is a world leader in the OLED field and specializes in high efficiency long lifetime OLED structures and is an expert in organic electronics. The company is known for its Novaled PIN OLED® technology, its proprietary OLED materials and the customized OLED products and services. Novaled has developed long term partnerships with major OLED producers throughout the world. Based on more than 400 patents granted or pending, Novaled has a strong IP position in the field of OLED technology, and was named No. 1 in a list of 'up and coming' world market leaders by the German newspapers Handelsblatt and Wirtschaftswoche. Its main investors include eCAPITAL, Crédit Agricole Private Equity, TechnoStart, TechFund and CDC Innovation. For further details please visit [www.novaled.com](http://www.novaled.com)

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**Pictures can be downloaded starting Sunday, 11<sup>th</sup> April here:**  
<http://www.novaled.com/generic/downloadcenter.html>

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