

## PRESS RELEASE

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### **NOVALED BOOSTS TOP-EMITTING OLED TO RECORD EFFICIENCY**

**Novaled, the world leader in efficiency for OLEDs (organic light emitting diodes) achieved a new record for a top-emitting OLED. A saturated green was emitted with an unsurpassed current efficiency of 95 cd/A (candela per ampere).**

The record for green light emission with a colour coordinate of 0.31 / 0.66 was measured at a brightness of 1,000 cd/m<sup>2</sup> and a very low operating voltage of only 2.55 V. "With this groundbreaking result Novaled increased its latest values of more than 20 percent" states Jan Blochwitz-Nimoth, CTO. "The foundation for the success is clearly Novaled's PIN technology (using doped transport layers) and our proprietary molecular dopant in a full-organic OLED structure". The company's PIN approach allows a free choice regarding the substrate material for optically optimized devices on highly reflective metal bottom electrodes. Additionally, the Novaled PIN diode characteristics enable lowest driving voltages for high luminance, as well as a strong efficiency on a large brightness range (90 cd/A for 10,000 cd/m<sup>2</sup> at 3.1 Volts).

"Top emission OLED structures are necessary for more powerful active-matrix displays and the forthcoming lighting applications using non transparent substrates" says Gerd Günther, VP Marketing and Sales. "With this new performance of its PIN OLED, Novaled confirms to be the proper partner to the OLED display and lighting makers".

#### **About Novaled**

Novaled GmbH is engaged in the research, development and commercialization of organic light-emitting diode (OLED) technologies. The company is a spin-off of the Institute of Applied Photo Physics (IAPP) at the Dresden University and of the Fraunhofer Society's Institute for Photonic Microsystems (IPMS). Main investors are Technostart (Germany) and Techfund (France). In operation since March 2003, the company has developed into a world-class technology provider. Novaled is the world

leader in power efficiency. Novaled markets its advanced PIN OLED technology together with its proprietary materials to display makers and lighting companies preparing their entry into this promising new field. The company has a strong IP position.

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