

reference OE-A-2017-01-E
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date March 01, 2017

Interactively discover printed electronics

OE-A publishes new brochure with integrated NFC tag at LOPEC 2017 in Munich, Germany

Frankfurt, Germany, March 01, 2017 – The new OE-A Brochure with an integrated NFC tag will be presented at LOPEC. This publication not only contains the latest information on organic and printed electronics but also serves as an example of this cutting-edge technology.

The OE-A, a working group within VDMA, will publish the 7th edition of the brochure “Organic and Printed Electronics – Applications, Technologies and Suppliers” as a guide for the latest trends and developments. This brochure will also include market data and an overview of the products and services of the OE-A members.

NCF tag connects paper with smartphone

The NFC tag integrated in the OE-A Brochure is a perfect example of the versatile characteristics of organic and printed electronics: thin, lightweight, flexible, robust and able to be produced in high volume. 10,000 pieces have been printed by OE-A member Arjowiggins, and one is integrated into each OE-A Brochure. By placing your smart device in close proximity of the NFC tag, you will automatically be taken to the OE-A website.

However, this is merely one of the countless application possibilities a NFC tag could be integrated in. Using it as an information indicator or smart label on medicine packaging, sharing a curriculum vitae via a business card, or unlocking and starting your car with a digital key are just a few additional application examples.

OE-A (Organic and Printed Electronics Association)

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A Working Group within



“Intelligent paper with embedded NFC technology enables new cross-media applications”, says Dr. Klaus Hecker, OE-A Managing Director. “And the combination of printed antennas, conducting paths and an integrated silicon chip is an impressive example of a hybrid system.”

Organic and printed electronics complement conventional electronics

Organic and printed electronics is a revolutionary new type of electronics. This technology provides the answer to developing a great number of electronic components in cost-effective processes, thereby enabling mass production. Integrating these electronics in objects used in everyday life constantly opens up new areas of application. Because of its flexibility – in contrast to silicon electronics – printed electronics allows for an abundance of potential new applications.

You have become curious? Then pick up your copy of the OE-A Brochure with a NFC tag at the OE-A exhibition booth 510 (Hall B0) at LOPEC 2017, 28-30 March 2017, ICM, Munich, Germany.

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If you have any questions, please do not hesitate to contact Dr. Klaus Hecker, OE-A Managing Director, phone: +49 69 66 03-13 36, e-mail: klaus.hecker@oe-a.org



Activate the NFC tag in the OE-A brochure with your smartphone and receive more information.

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[\(Photo in higher resolution\)](#)



The NFC tag in the OE-A Brochure.

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Organic and Printed Electronics Association

The OE-A (Organic and Printed Electronics Association) was founded in December 2004 and is the leading international industry association for organic and printed electronics. The OE-A represents the entire value chain of this emerging industry. Our members are world-class global companies and institutions, ranging from R&D institutes, mechanical engineering companies and material suppliers to producers and end-users.

Well over 200 companies from Europe, Asia, North America, South America, Africa and Oceania are working together to promote the establishment of a competitive production infrastructure for organic and printed electronics.

The vision of the OE-A is to build a bridge between science, technology and application. The OE-A is a working group within VDMA. More than 3,100 member companies from the engineering industry make VDMA the largest industry association in Europe.

www.oe-a.org

Organic and printed electronics

Organic and printed electronics stands for a revolutionary new type of electronics: they are thin, lightweight, flexible, robust and produced at low cost. It enables new applications, including single-use devices enabling ubiquitous electronics.

LOPEC

The OE-A and Messe München are the hosts of LOPEC, the premier international exhibition and conference for the printed electronics industry. It addresses end-users, engineers, scientists, manufacturers, and investors. LOPEC 2017 will be held March 28th to 30th, 2017 at Messe München, Germany.

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