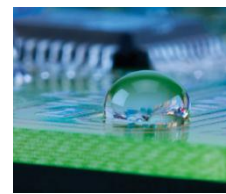


Media Alert

Aridion™ protects eight million electronic devices from water damage

Hall 2, Booth 2E58, Mobile World Congress (MWC), Barcelona, 27 February - 01 March 2012

- Over eight million electronic devices now liquid repellent as a result of P2i nano-coating technology
- Visit Hall 2, Booth 2E58, to see demonstrations of water droplets simply rolling off tissues
- High resolution images available from Natasha.Verniquet@p2i.com



Abingdon, UK, 23 January 2012: [P2i](http://p2i.com) has proven itself to be the world leader in liquid repellent nano-coating technology with over eight million electronic devices now benefiting from protection against water and corrosion damage.

Working directly with major electronics brands and OEMs, Aridion™ is currently applied to a range of electronic devices including cell phones, tablets and headsets. Aridion™ dramatically increases the reliability of electronic devices by reducing corrosion and electrochemical migration brought on by everyday splashes, spills and moisture.

Carl Francis, CEO, P2i comments: “P2i has experienced a year of exceptional growth and innovation. Last year at Mobile World Congress we launched a nano-coating system specifically for the high-volume mobile handset manufacturers. Now, one year on, we can say that we are on over eight million electronic devices worldwide. This validates the superiority of our technology, our high volume manufacturing capabilities, and proves P2i to be the undisputed world leader in liquid repellent nano-coating technology.”

As the coating is applied at the nano-scale (one thousand times thinner than a human hair) it does not affect the look, feel or functionality of electronic devices. This means the coating can be applied to the whole device – internally and externally – providing superior protection. Unlike other unproven processes, the unique way in which P2i coats the electronic device ensures it is molecularly bonded to the surface, not a layering on top, so it can't rub or peel off with wear.

The protective coating could not have come at a better time according to a consumer survey carried out on the P2i booth at CES 2012 in Las Vegas. Two-thirds of consumers reported having spilt liquids on their phone, with one attendee admitting to dropping her phone in her pedicure water.

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Notes for Editors

About P2i

[P2i](#) is the world leader in liquid repellent nano-coating technology. It was established in 2004 to commercialize liquid-repellent treatments developed by the UK's Ministry of Defense. Now on a commercial scale, P2i's patented process has been successfully applied to a wide range of products in a [wide range of markets](#) including Electronics, Lifestyle, Life sciences, Military & Institutional, and Filtration & Energy.

In consumer sectors, the presence of P2i's technology is indicated either by [Aridion™](#), its brand for Electronics or [ion-mask™](#), its brand for Lifestyle, which includes footwear and accessories.

See www.p2i.com for more information. Or visit our [P2i.TV](#) channel for videos of our product in action. Corporate enquiries to:

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What is Aridion™ technology?

Aridion™ is applied using a special pulsed ionized gas (plasma), which is created within a vacuum chamber, to attach a nanoscopic polymer layer – one thousand times thinner than a human hair – to electronic devices. This dramatically lowers the product's surface energy, so that when liquids or moisture come into contact with it, they form beads and simply roll off.

Plus, because Aridion™ coats every aspect of a finished product at the nanoscopic level, it protects much more thoroughly than alternative approaches where individual components are treated prior to assembly. The result is a truly durable liquid repellent coating that does not affect the working components of electronic devices, maintaining the look, feel and functionality of the product.

Media Contacts

P2i's CTO, Dr Stephen Coulson will be available for interviews at the P2i booth at Mobile World Congress. To organize a meeting, or for high resolution images and videos, please contact:

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