

## Press release

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# P2i demonstrates 'magical' protective liquid repellent nano-coating for smartphones at IFA 2011

*P2i's Aridion™ technology now protects over 5 million consumer electronics devices worldwide*

**Hall 9, Booth 304 | IFA Berlin, 2-7 September 2011**

P2i brings its award-winning liquid repellent nano-coating technology, Aridion™, to IFA for the first time in 2011. Show visitors will be able to witness the 'magic' of Aridion™ in action at P2i's booth – water simply forms beads and rolls off protected items, leaving no trace.

Aridion™ technology creates a complete nanoscopic protective coating for consumer electronics devices such as smartphones and MP3 players. By providing superior liquid repellency Aridion™ effectively fights corrosion, thus substantially reducing warranty failure and repair costs.

"As high-tech gadgets grow ever more personal, the risk of accidental liquid damage increases," comments Carl Francis, Chief Executive at P2i. "Aridion™ has already proved its protective powers in one of the toughest consumer electronics sectors, hearing aids, where it's featured in over five million devices for three of the world's six biggest manufacturers.

"Now the time is right to share Aridion™'s unique benefits with the wider electronics audience at this year's IFA. We're changing the game in invisible protection: future developments will include anti-microbial, anti-scratch, anti-stain and other functional nano-coatings... so watch this space!"

### **STOP PRESS: LED lighting announcement**

As IFA opens, P2i also announces it has entered into an exclusive worldwide license agreement to protect LED lighting solutions with SavWatt USA, Inc. Aridion™ technology will transform the reliability of the lights through reduced failure and repair rates.

"Working with LED lights opens up a whole new sector of business for us, at a time of huge demand for energy efficient lighting solutions. We're very excited with our new relationship with SavWatt, a real leader in quality LED lighting" comments Carl Francis.

Ike Sutton, Chairman of SavWatt, comments: "This exclusive license from P2i strengthens our goal of becoming the leader in LED lighting and provides a differentiating factor for SavWatt LED's, especially for outdoor lights and street lights. We are anxious to get production underway," noted Ike H. Sutton, founder of SavWatt USA, Inc.

### **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 the lighting system. 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.

**-Ends-**

## 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 lifestyle, electronics, military and institutional, life sciences, energy and filtration.

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

See [www.p2i.com](http://www.p2i.com) for more information. Corporate enquiries to:

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### About SavWatt

[SavWatt](#) is leading the LED lighting revolution and setting the stage to obsolete the incandescent light bulb through the use of energy-efficient, environmentally friendly LED lighting. SavWatt is a market-leading innovator of LED lighting. SavWatt's product families include LED fixtures, bulbs, Street Lights and Parking Lights. For additional product and company information, please refer to [www.savwatt.com](http://www.savwatt.com).