

## Press release

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# AudiologyNOW! 2011 marks three millionth hearing aid milestone for Aridion™

**Booth 1371, McCormick Place Convention Center, Chicago, 7-9 April**

Three million hearing aid users worldwide are now benefiting from unbeatable protection against corrosion damage thanks to Aridion™, P2i's revolutionary liquid repellent nano-coating. Taking center stage for P2i at AudiologyNOW! (Booth 1371), Aridion™ transforms conventional levels of reliability by substantially reducing warranty failure and repair costs, and ultimately increasing user confidence.

Furthermore, visitors to AudiologyNOW! 2011 will witness the unveiling of the new compact *Aridion™ 8* processing machine, designed specifically to address the needs of smaller hearing aid manufacturers and dispensers. Measuring just 580mm (W) x 860mm (H) x 750mm (D), the *Aridion™ 8* machines allow for cost-effective and efficient processing of lower product volumes, including custom-fit devices. The machines can be installed at any location that has a standard power supply and are operated at the touch of a single button, opening up a unique opportunity for all hearing aid manufacturers to provide Aridion™ protection to the millions of hearing aids made each year.

Dr Stephen Coulson, Chief Technical Officer at P2i, comments: "As hearing aids become smaller and more sophisticated, there's less space for traditionally engineered solutions that deter liquid hazards, such as sweat, rain and steam. As a result, these devices are a significant new market for nano-coating technologies.

"Aridion™ is the world leading nano-coating technology for electronic devices and the ultimate protective shield for high-performance hearing aids – regardless of where they are worn and the intricacy of their design. We're already achieving excellent results with three of the largest hearing aid manufacturers, and see huge potential for Aridion™ across the entire market through our new machine, which we're delighted to reveal to visitors of AudiologyNOW!"

Aridion™ is applied using a special pulsed ionised 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 hearing aid. This dramatically lowers the product's surface energy, so that when humidity or sweat come into contact with it, they form beads and simply roll off.

Plus, because Aridion™ can coat every aspect of a finished product at the nanoscopic level, it protects much more thoroughly than alternative approaches where individual product components are treated prior to assembly. The result is a truly durable liquid repellent coating that does not affect the product's look, feel or delicate acoustic properties.

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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 Defence. 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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### How the P2i technology works

P2i's technology works by applying a nanometer-thin polymer layer over the entire surface of a product. Using an ionized gas (plasma) this layer is molecularly bound to the surface and will not leach away. The process confers superior oil *and* water repellency by reducing the surface energy to ultra-low levels – down to one third that of PTFE (polytetrafluoroethylene). In footwear and textile applications, P2i's technology also minimizes liquid absorption from outside elements and evaporated perspiration.

Tests show that P2i's patented nano-coating technology can deliver performance benefits for a wide range of materials, including polymers, metals, fabrics, leather, ceramics, glass and paper. Even complex, 3D objects incorporating several different materials can be treated successfully with the P2i process: from footwear to hearing aids, bio-consumables to filtration.