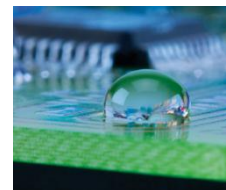


Media Alert

CES 2012 marks seven million milestone for Aridion™

South Hall 2, Booth 26722, CES, Las Vegas, 10-13 January 2012

- Over seven million electronic devices now liquid repellent as a result of P2i nano-coating technology
- Visit South Hall 2, Booth 26722, to see demonstrations of water droplets simply rolling off paper towel
- High resolution images available from Natasha.verniquet@p2i.com



Abingdon, UK, 10 January 2011: [P2i](http://p2i.com), the world leader in liquid repellent nano-coating technology, today announced that it is protecting seven million consumer electronic devices from water damage with its Aridion™ technology.

Every year, hundreds of millions of electronic devices are irreparably damaged by water worldwide. Often, these damages are not covered by insurance, leaving consumers out of pocket.

Carl Francis, CEO of P2i, comments: “The risk of accidental liquid damage is increasing at a time when the importance of the cell phone is greater than ever - making its reliability paramount. P2i can significantly improve that reliability.”

As the amount of data that consumers now carry in their cell phone is more valuable than ever, being out of pocket can be the least of their worries. In addition to priceless memories like photos, videos, and texts from loved-ones, devices also have important business data - contact information, calendar appointments and other important documents.

Working directly with major electronics manufacturers and OEMs, Aridion™ is currently applied to a range of electronics devices, including cell phones, tablets, and hearing aids. On treated devices liquids simply bead up and roll off, rather than sticking to the surface causing damage.

The Aridion™ coating is one thousand times thinner than a human hair. This means that during the application process, both the internal components and external casing are coated. For the end users this means the device resists initial water ingress, as well as reduces the damage caused by water to delicate internal components.

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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:

Tel: +44 (0)1235 833100

Fax: +44 (0)1235 861214

Email: info@p2i.com

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.

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