

## Press release

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## Smartphone damage worries could challenge operators' 4G data revenue projections

**Hall 2.0, Stand 2E66, Mobile World Congress, Barcelona, 14-17 February**

Research<sup>1</sup> commissioned by [P2i](#), the world leader in liquid repellent nano-coating technology, shows that 43% of people would be put off buying an expensive mobile phone for fear of accidentally damaging it. Four in ten people surveyed had already damaged their mobile phone by either dropping it in water or spilling liquid on it, while damage caused by scratching and staining was reported by a third of respondents.

Dr Stephen Coulson, CTO at P2i, comments: "As mobile electronics become smaller, lighter and sleeker, there's less space for traditionally engineered solutions that deter liquids. However, the risk of accidental damage is increasing with the arrival of 4G systems, which encourage greater utilization of broadband content and applications, and thus more user-device interaction.

"This will not only affect handset manufacturers but mobile operators too. We believe the challenge for mobile operators is twofold: one, that consumer uptake of 4G devices will be slower than expected because of a fear of damage; two, that downtime due to damage will reduce data utilisation and thus diminish average revenue per user (ARPU)."

Anticipating the need for enhanced protection of high-tech devices, particularly with the onset of 4G systems, P2i will be showcasing Aridion™, its revolutionary nano-coating for high performance smartphones, at Mobile World Congress 2011 (Hall 2.0, Stand 2E66). Proven to provide invisible protection against damage, corrosion and staining caused by liquids, Aridion™ ensures mobile phones always look and perform at their best, while minimizing warranty failure, repair costs and down-time from the network.

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<sup>1</sup> Research conducted in the United States via the TNS-RI Ncompass Online omnibus survey. A sample of 1065 respondents weighted to represent the adult population of the United States aged 18-64 was interviewed between 2nd-6th December 2010.

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 electronic device. This dramatically lowers the product's surface energy, so that when liquids come into contact with it, they form beads and simply roll off.

Furthermore, because Aridion™ can coat every aspect of a finished product – both inside and out – 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 functionality.

Dr Coulson concludes: “Aridion™ is the ultimate protective shield for high-performance smartphones and would clearly benefit those people surveyed, where 60% had accidentally damaged their cell phones in one or more ways. Transforming conventional levels of reliability by substantially reducing warranty failure and repair costs, Aridion not only increases consumer confidence but benefits manufacturers and mobile operators too.”

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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.

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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.