

Press release

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P2i wins Best of Show at AudiologyNOW!

P2i, the world leader in liquid repellent nano-coating technology, has received a prestigious “Best of Show” award from the American Academy of Audiology for its show-stopping booth at AudiologyNOW!

Voted-for by the show’s attendees based on two criteria – creativity and innovation in design – P2i’s distinctive open-plan booth featured the new compact *Aridion™ 8* nano-coating system, an interactive hologram, multiple screens with videos showcasing the technology, and a water wall – providing an unforgettable experience for visitors. Themed around the quote by Arthur C. Clarke, “*Any sufficiently advanced technology is indistinguishable from magic*”, the booth also hosted P2i’s very own magician, whose tricks prepared visitors to see first-hand the revolutionary repellency effects of Aridion™.

“The striking design of the booth, combined with the strong interactive elements, really distinguished our exhibit from the competition. Since our award was determined by attendees’ votes, we feel we succeeded in providing our visitors with something that was both interesting and memorable,” says Ellen Zimmer, Marketing Manager at P2i.

“We were particularly pleased to use the booth and AudiologyNOW! 2011 to unveil *Aridion™ 8*, our new compact nano-coating system, designed specifically to address the needs of smaller hearing aid manufacturers and dispensers.”

Carl Francis, CEO of P2i, comments: “We are delighted to have been awarded Best of Show at AudiologyNOW! 2011. While this win is no doubt a reflection of the great booth and team we fielded this year, it also underscores the wide acceptance and market share growth that P2i’s Aridion™ technology has achieved across the whole of the hearing aid industry in just two short years.

“As of this month, four million hearing aid users worldwide are benefiting from unbeatable protection against corrosion damage thanks to Aridion™.”

The Aridion™ liquid repellent nano-coating technology transforms conventional levels of reliability, substantially reducing warranty failure and repair costs, and ultimately increasing user confidence. It 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 AudiologyNOW!

AudiologyNOW! is the American Academy of Audiology's annual meeting and the world's largest gathering of audiologists. It provides visitors with an opportunity to attend four days of educational sessions, explore the latest in hearing technology and network with colleagues from around the world.

AudiologyNOW! 2011 took place from 6-9 April at the McCormick Place Convention Center, West Building, in Chicago, Illinois.

About P2i

[P2i](http://www.p2i.com) 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 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.