

# **NanoChromics™ Technology Makes Paper-Bright, Low-Power Visual Communications Affordable for Intelligent Devices**

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NTERA's NanoChromics displays feature unparalleled ink-on-paper visual impact at an effective price point, besting the 30-year dull, gray liquid crystal display (LCD) and the costly organic light emitting diode (OLED) technologies.

Made using proprietary nanostructured materials, NanoChromics displays look like ink on paper and act with the intelligence of an electronic display. NanoChromics technology offers superb optical performance and is more cost-effective than existing LCD, OLED and other display technologies. Paper white or translucent backgrounds give the NanoChromics displays four times the contrast and reflectivity of other display technologies. The NanoChromics technology bi-stability, 1vDC operation, and high reflectivity drive 10 times longer battery operation than existing display technologies. The technology supports direct drive, flexible, and high-resolution active matrix applications.

NanoChromics displays are ideal for use in a wide range of consumer-facing and industrial applications. From home automation (e.g. thermostats) to intelligent appliances and white goods; electronic textbooks to test kits (e.g. pregnancy, diabetes); car navigation systems to airplane cockpits and industrial controls; consumer electronics to time pieces, e-billboards and shelf labels, each of the many applications takes advantage of unprecedented visual impact at low cost.

"Design studios, manufacturers, and engineers have faced the dull, gray LCD world for decades. At the same time, they have been reeling from the astronomical OLED production and wholesale costs," said Nick How, President NTERA Limited. "In contrast, we're 'fresh', bright and white, yet cost-effective. NanoChromics technology purchase means instant product differentiation in a box."

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