

As Seen In...

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package PRINTING

For printers and converters of labels, flexible packaging and folding cartons



Printable NanoChromics Technology from NTERA

PHILADELPHIA, Pa.—NTERA (www.ntera.com) has debuted its NanoChromics™ Ink Systems that enable the manufacturing of printed electronic displays onto a variety of flexible substrate materials using industry-standard screen printing, roll, and inkjet printing techniques and equipment. The ultra-thin, sunlight-readable, low-power NanoChromics Displays (NCD) can be integrated into any number of products, including plastic cards, packaging, smart labels, RFID systems, greeting cards, toys and games, and consumer electronic devices. The technology can be applied to existing products and situations, giving them new added value.

As an example, NCD-enabled smart packages will enable consumers to interact with information contained on packaging, creating potential new avenues for consumer captivation. NCD-enabled smart packages with multi-color displays can show a best-before date or communicate a current promotion being

run with specific products.

To create and expand the market for NTERA's process, the company has established partnerships with leading companies in key markets. These include: Blue Spark Technologies, which has demonstrated the world's lowest voltage battery-display system; GSI Technologies, which will produce devices using NTERA's NanoChromics technology to create a range of smart cards that can apply the technology on sheetfed and web-fed (roll-to-roll) printing assets; and Plextronics, which has demonstrated solar-powered NanoChromics color changing displays powered by an organic photovoltaic (OPV) solar cell.

In addition, NTERA has introduced its NanoChromics TKN-4.0 trial kit for segmented numeric displays. The trial kit enables functional printers with sheetfed screen-printing capability to immediately begin manufacturing NCD™ displays for a variety of printed numeric applications.

TECHNOLOGY'S EDGE



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