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FOR IMMEDIATE RELEASE: New Household Battery Tester Printed on a Strong Flexible Strip Case Study, Frankfurt Germany

Glenview IL – June 1, 2010 – LCR Hallcrest is pleased to announce that the new **Household Battery Tester** will be presented as a Case Study in Organic and Printed Electronic Applications at the National Meeting of the Organic Electronics Association, Frankfurt Germany, which is the largest conference on printed electronics. LCR Hallcrest in collaboration with GSI technologies Functional Printing Group www.gsitech.com has commercialized a unique Battery Tester.

The LCR Hallcrest www.hallcrest.com design uses thermochromic leuco dyes in the capacity testing of batteries. This novel device will provide for the quick and easy testing of conventional 1.5V and 9V batteries. It is designed to be a low cost retail or promotional item for home use and will handle multiple battery shapes and sizes. The device can be customized and is available in various colors shapes and sizes.

The electrical circuit that measures battery capacity is printed on a thin flexible plastic strip using conductive ink. That measurement is visualized on a leuco dye scale that changes color when electrically charged providing information as to battery performance. The tester will be printed on master sheets and die cut to size.

Chuck Sapienza, Director of Research and Development comments "We are pleased to have GSI technologies assist with the printing of this device, as their expertise allowed for the rapid commercialization of this concept, enabling us to focus on insuring that the device functions as intended"

Marge Bicknell, Thermographics Sales Manager remarks "The Household Battery Tester has a high quality feel offering great value to the promotional buyer and a practical utility for the home environment."

LCR Hallcrest's New Household Battery Tester is currently marketed through Thermographics www.thermographics.com as a promotional item and available for immediate purchase at www.thermometersite.com

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