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## Press Release

### LOPEC 2016 in Munich

## Wearable tech boosts electronics sector

**LOPEC 2016 will be taking place from April 5–7 in Munich, Germany, where the latest products, technologies, and trends in printed electronics will be on display. Smartwatches, fitness trackers, and other wearable tech will be among the focal points at this year's international trade fair, and they will also be on the agenda at the LOPEC Conference, where top-class speakers from companies such as adidas will be in attendance.**

Smartshirts, GPS running watches, and other devices that are worn on the body to track health data or sporting performance and allow users to connect with their surroundings are steadily gaining in popularity. According to the experts, this is causing the European market for wearable technology to grow by around 25 percent each year, with sales expected to exceed 9 billion euros by 2018. Smart wearable electronics will be the focus of LOPEC 2016, which will be taking place at the Messe München site in Munich from April 5–7, and this trend will also be on the agenda for the LOPEC Conference.

One of the highlights is set to be the Plenary Session on wearable electronics for athletes to be given by Burkhard Dümmler, Director Program & Projects IT Innovation at adidas, at 10:05 on April 6. With its activity tracker wristbands, GPS running watches, and a wide range of other similar products, adidas has played an active role in the field of wearable tech for some time now. Printed electronics, with their thin, light, and flexible characteristics, allow for new products to be developed and increase levels of comfort for users. "At LOPEC 2016, we will be looking to explore the ways in which textiles and electronics can be combined even more effectively," says Dümmler. "It's a process with lots of potential, so printing electronic components is certainly something that we at adidas are taking into consideration."

Press Contact  
Messe München GmbH  
Bianca Gruber  
Tel. +49 89 949-21502  
[bianca.gruber@messe-muenchen.de](mailto:bianca.gruber@messe-muenchen.de)  
[messe-muenchen.de](http://messe-muenchen.de)

Press Contact OE-A  
Sophie Verstraelen  
Press & Public Relations  
Tel. +49 69 6603 1896  
[sophie.verstraelen@oe-a.org](mailto:sophie.verstraelen@oe-a.org)  
[www.oe-a.org](http://www.oe-a.org)

Messe München GmbH  
Messegelände  
81823 München  
Germany  
[www.messe-muenchen.de](http://www.messe-muenchen.de)

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It is not just in the health and fitness sector that printed electronics are in demand as an addition, or indeed alternative, to conventional silicon technology. Dr. Gordon Smith from the American company GSI Technologies will be providing an overview of wearable printed electronics on April 7 as part of the "Wearable Electronics" module at the LOPEC Conference, and Dr. Thomas Kraft from the University of Technology in Tampere, Finland, will be speaking about how wearable tech is making life with networked technology even more regular, facilitating the breakthrough of the Internet of Things.

LOPEC represents the entire value chain, bridging the gap between developers, manufacturers, and users of printed electronics. Renowned research institutes including the VTT Technical Research Center of Finland and the Holst Center in the Netherlands will be tackling the topic of wearable tech, as will materials manufacturers DuPont, Heraeus and Henkel, who will be presenting conductible inks and pastes that can be printed onto flexible substrates. Product highlights from the smart wearable electronics sector will also be showcased on the jointly held Wearables Exhibition Stand, as well as at the stands of GSI Technologies and, of course, the OE-A. Applications from companies including adidas will be presented at the Innovation Showcase, an exhibition area dedicated to product innovations and prototypes.

The market for wearable tech is set to grow as printed electronics evolve, with more and more opportunities opening up as sensors are able to take more accurate measurements and wearable electronics become more durable. If you are keen to be part of this boom, then now is the perfect time to get an overview. And LOPEC 2016 provides you with the ideal opportunity to do just that.

**You can find further information on LOPEC at [www.lopec.com](http://www.lopec.com).**

**Journalists can get immediate [accreditation](#) for LOPEC 2016. Download additional print-quality images from our [media database](#).**

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ID 278965 Smart Wristband from Plastic Logic, LOPEC 2015

### **LOPEC**

LOPEC (Large-area, Organic & Printed Electronics Convention) is the leading international event for printed electronics. The combination of an exhibition and a conference is the perfect way to depict the complex and dynamic nature of this new industry. More than 2,300 participants attended the exhibition and the conference in 2015. There were 133 exhibitors from 19 countries, and speakers from 28 countries gave 199 presentations. LOPEC is organized jointly by the OE-A (Organic and Printed Electronics Association) and Messe München GmbH. The next LOPEC takes place from April 5–7, 2016. [www.lopec.com](http://www.lopec.com)

### **Messe München**

Messe München is one of the world's leading trade-show companies. It organizes some 40 trade shows for capital and consumer goods and key high-tech industries in Munich alone. 14 of those events are number 1 in the world in their respective industries. Each year more than 30,000 exhibitors and some two million visitors take part in events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München organizes trade shows in China, India, Turkey and South Africa. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.

### **OE-A**

The OE-A (Organic and Printed Electronics Association) was founded in December 2004 and is the leading international industry association for organic and printed electronics. The OE-A represents the entire value chain of this industry. The members are world-class global companies and institutions, ranging from R&D institutes, mechanical engineering companies and material suppliers to producers and end-users. More than 230 companies from Europe, North America, Asia and Australia are working together to promote the establishment of a competitive production infrastructure for organic and printed electronics. The OE-A is building a bridge between science, technology and application. The OE-A is a working group within VDMA. [www.oe-a.org](http://www.oe-a.org)