



## NEWS RELEASE: IMMEDIATE

### **NovaCentrix® Wins 2010 R&D 100 Award for Low Cost Metalon® ICI Copper Conductive Ink**

**Austin, TX July 20, 2010** – NovaCentrix announced today that its Metalon ICI conductive ink has been selected by *R&D Magazine* as a recipient of the 2010 R&D 100 Award in the Materials category. This award recognizes the 100 most technologically significant products introduced in 2009. Metalon ICI conductive ink is a low-cost nano CuO-based ink for printed electronics applications that converts to highly electrically-conductive Cu thin-film after printing and post-processing.

“The Metalon ICI conductive ink is a breakthrough product for printed electronics applications and we are thrilled with the R&D100 review committee’s recognition,” said Charles Munson, CEO of NovaCentrix. “Bringing high conductive performance to a low price-point, Metalon ICI conductive ink creates tremendous value for our customers.” Metalon ICI is priced at \$75/kg in volume, 100x less expensive than comparable silver-based inks. By offering the ink for use in off-the-shelf consumer inkjet printers, NovaCentrix is making the ink accessible to the non-expert user. “This product is a great example of NovaCentrix’ commitment to remove barriers to the development and adoption of new printed electronics including new photovoltaics, batteries and capacitors, displays, and flexible circuits,” said Mr. Munson. NovaCentrix also offers traditional silver-based inks setting new standards for economy and performance.

The 2010 R&D 100 award marks the second award for the ICI ink, and the second consecutive R&D 100 for NovaCentrix. This past April in Frankfurt, Germany, NovaCentrix and the Metalon ICI conductive ink were recognized with the Technical Development Award: Inorganic Materials by printed electronics analysis, strategy, and market intelligence group IDTechEx. In 2009, in a joint submission with Oak Ridge National Laboratory, NovaCentrix was awarded an R&D 100 for the PulseForge 3100. NovaCentrix’ PulseForge tools dry, cure, sinter or anneal high temperature materials on low temperature substrates such as plastic and paper, enabling next-generation inexpensive and flexible electronics. NovaCentrix has since released the next generation of PulseForge tools, capable of crystallizing amorphous silicon inks and films in microseconds with roll-to-roll processing, and is already shipping tools.

Since 1963, the R&D 100 Awards have identified revolutionary technologies newly introduced to the market. Many of these have become household names, helping shape everyday life for many Americans. These include the flashcube, the automated teller machine, the halogen lamp, the fax machine, the liquid crystal display, the printer, lab on a chip, and HDTV. Winners of the R&D 100 Awards are selected by an independent judging panel and the editors of *R&D Magazine*. NovaCentrix will be recognized at the R&D 100 Awards Banquet on Nov. 11, 2010, in Orlando, Florida, as well as in upcoming issues of *R&D magazine*.

**About NovaCentrix.** NovaCentrix, based in Austin, Texas, is a leader in emerging printed electronics manufacturing technologies. The PulseForge tools sinter functional inks in milliseconds on low temperature, flexible substrates such as paper and plastics. The tools process a wide array of metal-based conductive inks, as well as non-metallic and semiconductor inks. NovaCentrix also offers Metalon metallic inks, developed with high-performance and offered at economical costs. For more information, visit [www.novacentrix.com](http://www.novacentrix.com).

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