



News Release

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SMARTKEM UNVEILS 'TECHNOLOGY FOR LIFE' CAMPAIGN

SmartKem, a world-leader in the design, synthesis and supply of high performance organic semiconductors for electronic displays, has launched its innovative Technology For Life campaign.

The Technology For Life campaign will highlight how recent end-user-driven advances in display technology are set to improve the world of wearables and portable devices for consumers worldwide.



By concentrating on the attributes consumers are demanding from next generation wearable devices – namely longer-life, thinner, lighter and more robust – SmartKem has developed solutions that are allowing display manufacturers to create displays on plastic, rather than glass.

These ultra-thin displays are unbreakable and require a remarkably low level of power to run – making them ideal for the frenetic 24/7 lifestyle of wearables consumers.

This revolutionary technology is currently filling Asian display production lines. Mass adoption and commercialisation is imminent.

UK chemicals specialist, SmartKem, ensures that Organic Light Emitting Diode (OLED) and Liquid Crystal (LC) displays can be made on plastic, rather than glass – making them thin, lightweight and strong enough to stand up to an active lifestyle. The company has also shown it's possible to enable significant power savings of a smartwatch by using SmartKem patented solutions.

The Technology For Life campaign will further inform the industry and general public that the solutions to the most aggravating wearables end-user problems are already here.

The Technology For Life campaign will be seen online, in the media and at trade shows, and will enhance the debate about the future of wearable technology. Industry statistics, key messages

and campaign elements will also feature on SmartKem's Twitter accounts @SmartKemTruFlex under the #technologyforlife hashtag.

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++ Technology For Life imagery is available to be used on your website. For further media information please contact jo.mead@phdmarketing.co.uk at PHD Marketing & Strategy. Tel: +44 1977 708 643.

About SmartKem

SmartKem is the market leader in the design, synthesis and supply of organic semiconductors for the manufacture of a new generation of lightweight, unbreakable and low power LCD and OLED displays on both glass or plastic.

After completion of Series A funding with an investment syndicate including BASF, Octopus Ventures and Entrepreneur Fund, SmartKem has been focused on the transfer and scale up of its market leading truFLEX semiconductor platform onto LCD and OLED display production lines in Asia. SmartKem is now in the final stages of commercial adoption and scale-up of material production with the first display products anticipated to enter the market in 2018.

SmartKem's accolades include a 'Best Advanced Material' at Printed Electronics Asia, 'Innovative Product of the Year' for Wales and the company was a finalist in the prestigious R&D100 Awards in the USA.

For more information visit www.smartkem.com