

Printed Electronics Europe: Here Comes the User Pull

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Printed Electronics has come of age: Here comes the user pull, and also the user pool. At the Printed Electronics Europe 2012 Berlin (www.PrintedElectronicsEurope.com [1]) event, every attendee will become a user after receiving a working printed electronics product.

The addictive nature of printed electronics has created end users from as many as diverse verticals from including electronics, consumer packaged goods, healthcare, military, advertising & media and toy industries. These companies attend our events to meet with suppliers, preview what will be available in the near future and most importantly what is currently available and how these can create new markets and enhance existing products.

Attendees will each receive an additive sample of Flexible electronics made using PDIM technology (Pre-Deposited Images in Metal).

There will also be sample giveaways highlighting flexible displays powered by flexible batteries. Every product would be a World first, exclusive to IDTechEx and funded by IDTechEx, aimed to show you what is possible now.

All attendees will get a glimpse of current and future devices, the Printed Electronics Europe 2012 tradeshow will again feature the very exciting "Demonstration Street" for the third year running in a large area dedicated to showing the full range of complete working products.

Look out for the girl in the electroluminescent dress part of the Amy Winters collection and rollable displays from polymer vision. Also see what Printechnologies has to offer (Remember to bring your smart phones). You should also see flexible displays as posters, e-readers, audio paper, interactive games, OLED displays, electronics in fabrics, interactive printed controls and menus, printed RFIDs and Flexible solar cells.

As always, IDTechEx events are strongly marketed to many end user markets. Attendees include brand managers and buyers that often want to see working product rather than the components through the value chain. Demonstration Street aims to facilitate the adoption of printed electronics by showcasing working products and ideas put into action to potential customers. So if your product should be on Demonstration Street, contact IDTechEx.

In addition to these, attendees will have a chance to look at and play with all types of demonstrated gadgets big and small -No Perspex boxes here. Demonstration Street is definitely one of the highlights of this year's Printed Electronics Europe

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event, taking place in Berlin, Germany on the 3rd and 4th of April 2012.

Expect to see and interact with products throughout the exhibition area remember to vote, because you decide the "Best in Show Award".

It is all happening now, the user pull has begun - see www.PrintedElectronicsEurope.com [1] to register!

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Links:

[1] <http://www.PrintedElectronicsEurope.com>