



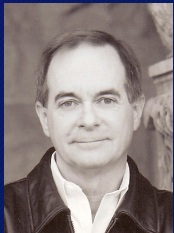
Eco-Friendly Digital Signage Displays

In 7th Framework Programme

3 December 2014



- Electronic Paper Display Company
- Offices & Labs in Tartu, Estonia
- Founded in August 2007
- ~2.5M € in Grant & Private Funding
- ~10 People (staff, consultants, advisors)



Mark
Willner
CEO



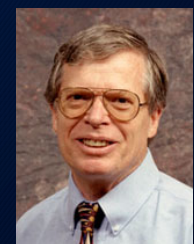
George
Melnik
CTO



Madis
Vahtre
VP Bus Dev



Laura
Päit
COO



Nick
Sheridon
Advisor

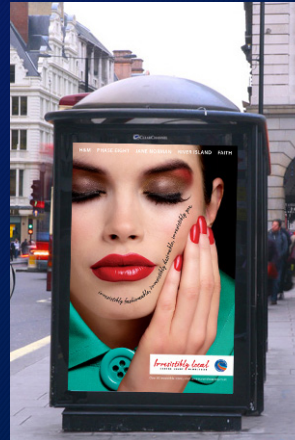


- Printed, full color, low power & low cost electronic paper displays* for outdoor advertising
 - Initially targeting outdoor public information
- Large Market Gated By Current Technologies
 - Our technology will remove adoption barriers & drive growth
- Leveraging A Proven Technology
 - B&W proven, our breakthrough is COLOR

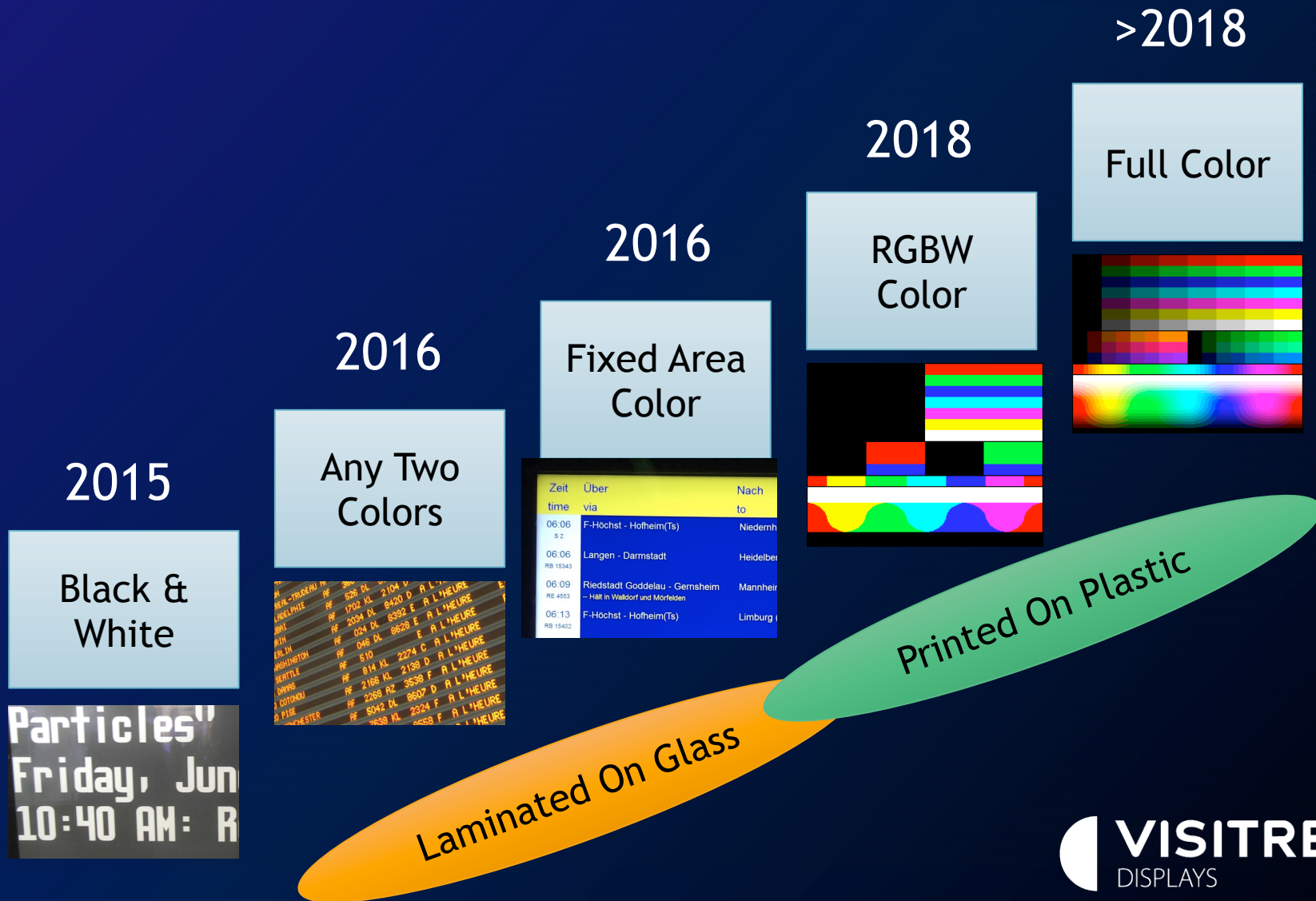
* Printed paper like readability, thin & lightweight, reflect ambient light & zero power most of the time

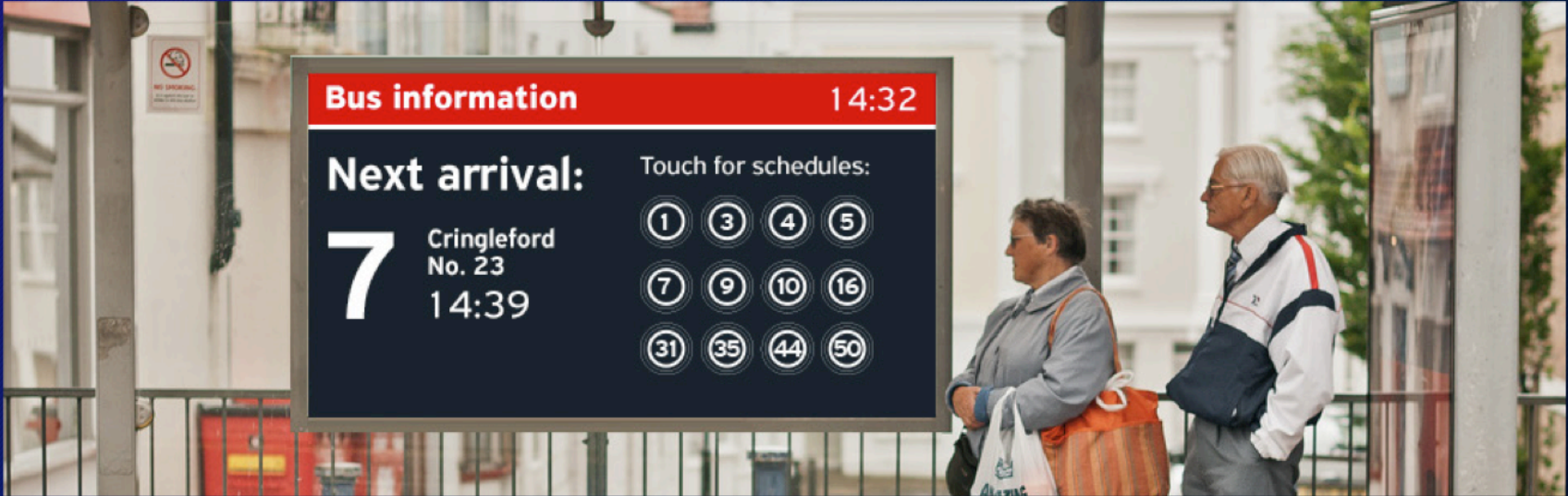
What is Out-Of-Home Advertising?

4



VISITRET
DISPLAYS



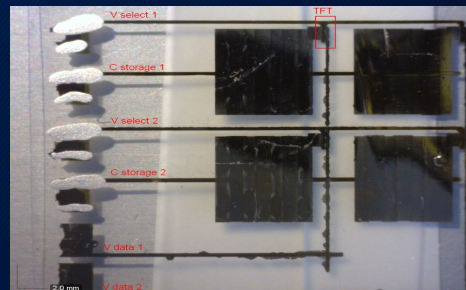
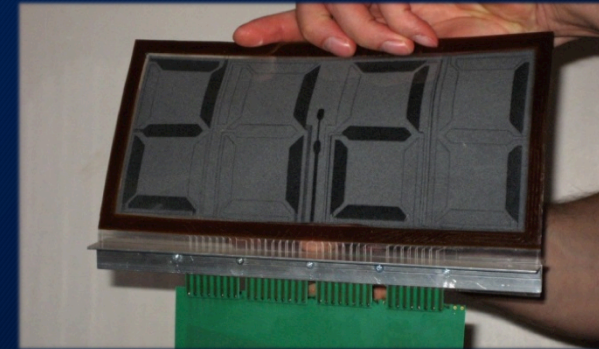


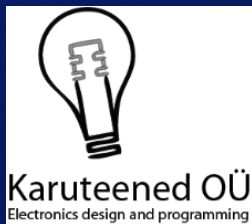
- Best fit for near term technology capabilities
 - Two-color acceptable in most applications
- Maximizes unique competitive advantages
 - Outdoor suitability, large pixel size & low cost

- **European Commission E-Signage Demo**
 - 3M € Total, 1.8M € From EC, 911K € For Visitret
 - “Viability verification and market launch preparations for outdoor electronic message board displays”
- **Enterprise Estonia Polyflex**
 - 941K € Total, 821K € From EAS For Visitret
 - “Process oriented process and product development”
- **Prior Grants**
 - European Commission E-Signage - 495K € For Visitret
 - Others

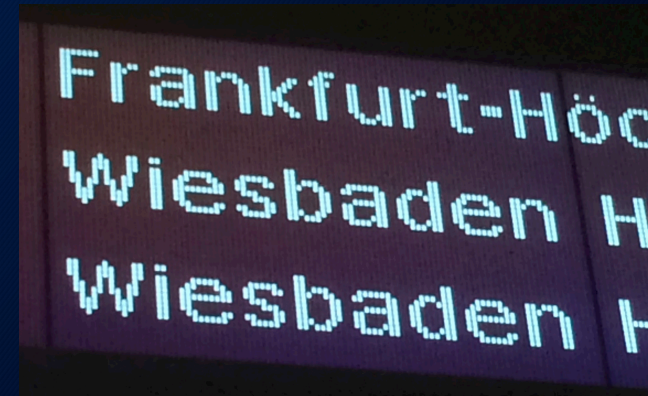


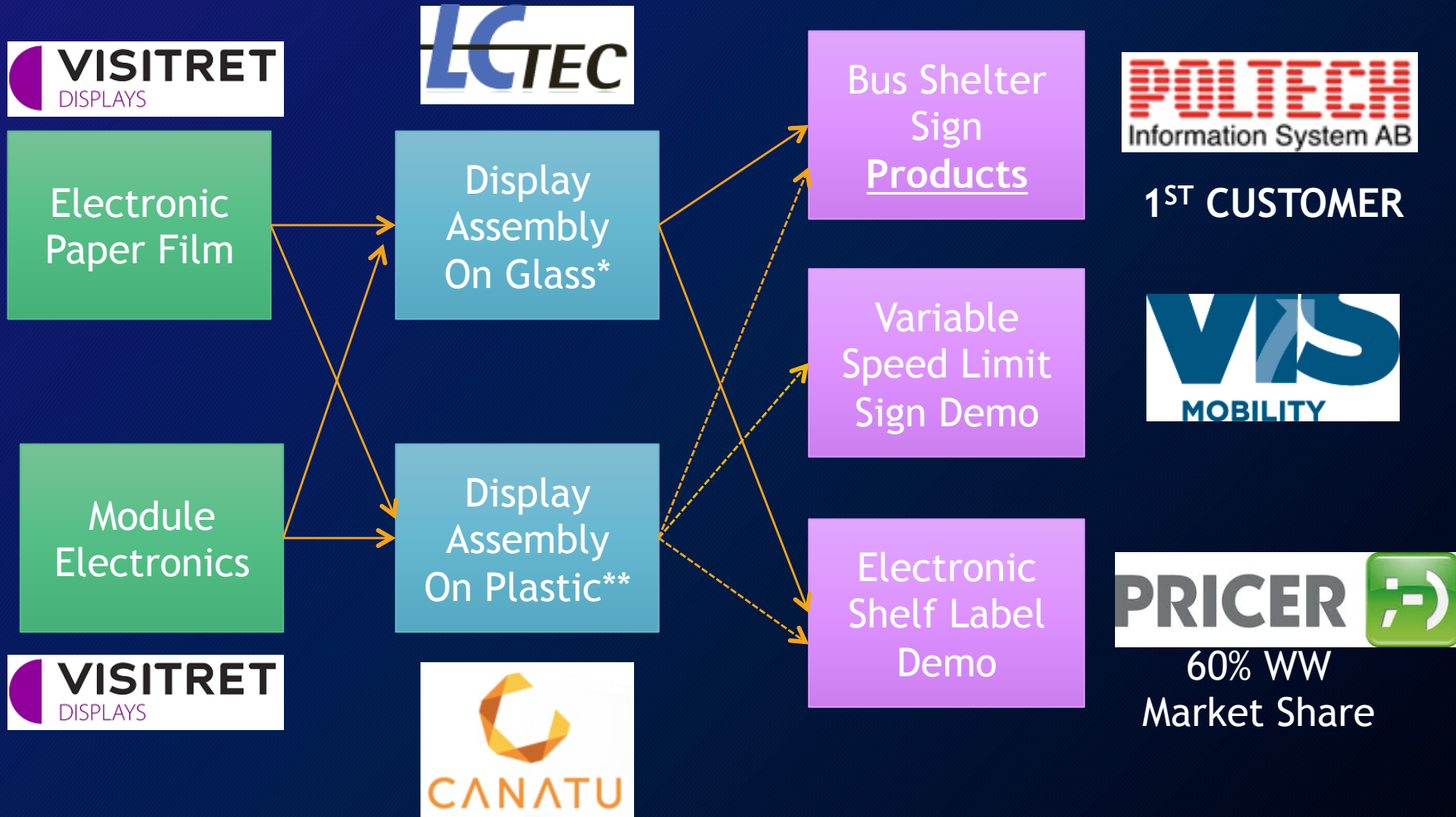
- Electronic paper message board for outdoor use with carbon NanoBud & GPRS I/O layer
 - 01/11/2011 - 30/04/2013
 - 9 partners (5 SME & 4 RTD)
 - Total Budget of 1,355,000EUR
 - EU Contribution of 1,055,000 EUR
- R&D project for:
 - Display active layer (Visitret's material);
 - Front-plane electrodes (Canatu);
 - Backplane proof-of-concept (Canatu/VTT);
 - Communication software;





- Viability verification and market launch preparations for OEMB displays
 - 01/01/2014 - 31/08/2015
 - 6 partners (5 SMEs & Coordinator)
 - Total Budget ~3M EUR
 - EU Contribution ~1.8M EUR
- Widely usable OEMB display module





*Subcontract from Visitret
** CNT-based proof-of-concept



THIS



NOT THIS



AND NOT THIS

Thank You

Laura Pait

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