



**Konrad Herre**

**Vice President Manufacturing**

**Plastic Logic**

**Commercialization of Plastic Electronic Technology - New Product Segments Based on Organic Electronics**

In order to develop new concepts and technologies, such as marketable organic electronics, and be able to sell these in end products, many factors must be considered: A fast growing market in need of new product concepts should be identified. The technology and a product based on this need to be developed to commercialization. A production line and sales concept are also required.

Using the example of organic TFTs and flexible displays based thereon, Plastic Logic explains this process, including the challenges. These displays enable the production of an innovative eReader in a new and fast developing market segment."