Press release

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Research reveals reluctance to buy expensive cell phones for fear of accidental damage

- **Booth 8960, Central Hall, 2011 International CES**
- **'Protective Nano-Coatings for Consumer Electronics' Press Event: 10-11am, 7 January, S227, LVCC**

New research* commissioned by P2i, the world leader in liquid repellent nano-coating technology, shows that 43% of people in the US would be put off buying an expensive cell phone for fear of accidentally damaging it.

The research of 1,065 adults, conducted by TNS, also reveals that four in ten people had already damaged their cell phone by either dropping it in water or spilling liquid on it, while damage caused by scratching and staining was reported by a third of respondents. Bizarrely, 45 people also claimed damage to their cell phones caused by a pet!

Anticipating the need for enhanced protection of these valuable devices, P2i will be showcasing Aridion™, its revolutionary nano-coating for high performance smartphones and other consumer electronics, at the 2011 International CES. Proven to provide invisible protection against damage, corrosion and staining caused by liquids, Aridion™ ensures cell phones always look and perform at their best, while minimizing warranty failure and repair costs.

Dr Stephen Coulson, CTO at P2i, comments: "As consumer electronic devices become smaller, lighter and sleeker, there's less space for traditional engineered solutions that deter liquids. As a result, mobile phones and other gadgets are a significant new market for nano-coating technologies. Aridion™ is already providing protection for

more than three million hearing aid users worldwide and we expect it to generate significant interest at the show from manufacturers of other consumer electronics devices."

Aridion™ is applied using a special pulsed ionised gas (plasma), which is created within a vacuum chamber, to attach a nanoscopic polymer layer – one thousand times thinner than a human hair – to the electronic device. This dramatically lowers the product's surface energy, so that when liquid comes into contact with it, they form beads and simply roll off.

Plus, because Aridion™ can coat every aspect of a finished product – both inside and out – it protects much more thoroughly than alternative approaches where individual product components are treated prior to assembly. The result is a truly durable liquid repellent coating that does not affect the product's look, feel or functionality.

"Aridion™ is the ultimate protective shield for high-performance smartphones and would clearly benefit those people surveyed, where 60% had accidentally damaged their cell phones in one or more ways. Transforming conventional levels of reliability by substantially reducing warranty failure and repair costs, Aridion not only increases consumer confidence but benefits manufacturers too. What we can't guarantee, however, is protection from the dual danger posed by children and pets!" said Stephen.

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Notes for Editors

* Research conducted in the United States via the TNS-RI Ncompass Online omnibus survey. A sample of 1065 respondents weighted to represent the adult population of the United States aged 18-64 was interviewed between 2nd-6th December 2010.

About P2i

P2i is the world leader in liquid repellent nano-coating technology. It was established in 2004 to commercialize liquid-repellent treatments developed by the UK's Ministry of Defence. Now on a commercial scale, P2i's patented process has been successfully applied to a wide range of products in a wide range of markets including lifestyle, electronics, military and institutional, life sciences, energy and filtration.

In consumer sectors, the presence of P2i's technology is indicated either by ion-mask™, its brand for footwear, outdoor clothing and accessories, or Aridion™, its brand for electronics.

See www.p2i.com for more information. Corporate enquiries to:
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How the P2i technology works

P2i's technology works by applying a nanometer-thin polymer layer over the entire surface of a product. Using an ionized gas (plasma) this layer is molecularly bound to the surface and will not leach away. The process confers superior oil *and* water repellency by reducing the surface energy to ultra-low levels – down to one third that of PTFE (polytetrafluoroethylene). In footwear and textile applications, P2i's technology also minimizes liquid absorption from outside elements and evaporated perspiration.

Tests show that P2i's patented nano-coating technology can deliver performance benefits for a wide range of materials, including polymers, metals, fabrics, leather, ceramics, glass and paper. Even complex, 3D objects incorporating several different materials can be treated successfully with the P2i process: from footwear to hearing aids, bio-consumables to filtration.

Print or web resolution images available on request:

Image 1: Aridion(tm) technology by P2i for mobile phones 300dpi.jpg

Image 2: Aridion(tm) technology by P2i for consumer electronics 300dpi (2).jpg

Image 3: Aridion(tm) technology by P2i for mobile phones 300dpi (3).jpg

Image 4: Aridion(tm) technology by P2i for consumer electronics 300dpi (4).jpg