

# Faces of IP



GLOBAL  
INTELLECTUAL PROPERTY  
CENTER

## Novaled GmbH

*One of Europe's hottest clean technology companies  
and a leading innovator in OLED technology*

DRESDEN, GERMANY

Lead Innovator :	Dr. Jan Blochwitz-Nimoth, Chief Technology Officer
Employees:	17
Patents:	440 granted and pending patents worldwide
Innovative Industry:	Green Technology

### STORY

Novaled GmbH, research spin-off of the Technical University of Dresden and the Fraunhofer Institute for Polytechnic Microsystems (IPMS), has succeeded in developing and commercializing highly efficient Organic Light Emitting Diodes (OLED) and adapting this groundbreaking technology for use in all fields of electronics. According to company officials, these transparent, extremely low-voltage and metal-free diodes can increase power efficiency twofold over current alternatives. They are particularly well suited for the next generation of portable, handheld electronic device displays, but they also have potential applications for radio frequency identification (RFID) tags and solar cells.

Chief Technology Officer Dr. Jan Blochwitz-Nimoth and colleagues at Fraunhofer Institute for Photonic Microsystems (IPMS) invented Novaled's patented PIN OLED™ technology. Along with other experts, they founded the company in 2001 with €5.75 million in first-round financing from a consortium of international investors. With a successful product in hand, they later raised another €8.5 million in follow-on financing for marketing and commercialization.

Strong protection and enforcement of intellectual property are essential to the present and future success of Novaled's business model and the ongoing commercialization of its breakthrough energy-saving technology. Since the company depends entirely on revenue generated through the licensing of its technology to manufacturers, effective intellectual property protection is as important to the company as its innovative workforce and creative strategies.

WWW.NOVALED.COM