

OLED FOR SMART PACKAGING

Economical OLED display allowing simple light animations with important aesthetic renderings for smart packaging or signage applications.

ERG\NEO

L'AVENIR EST FAIT D'AUDACE

PRESENTATION

In the field of smart packaging, the ability to display light animations on bottles and vials to make them communicative is an axis of differentiation for players in the field of cosmetics and high-end spirits. OLED displays thanks to their lighting properties, miniaturization capacity and manufacturing flexibility meets this need. However, integrating OLEDs to make these light animations for the requirements of this market is a challenge taken up by this technology.

OLED - Organic optoelectronic display - Luminous animation
Smart Packaging - Signaletic



APPLICATIONS

- Smart packaging
- Signage
- Experiential marketing
- Illuminated packaging
- Communicating packaging

INTELLECTUAL PROPERTY

European patent application
EP19306227.0

DEVELOPMENT PHASE

- TRL4 – small scale prototype

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COMPETITIVE ADVANTAGES

- High quality and animated light display for packaging
- Flexible and transparent support
- Low power consumption
- Simple, low cost and fast time to market manufacturing process
- Potential wireless optical communication capability