

## Technology Request

### Title:

PS FP7 - Consortium seeks SMEs for developing monochrome outdoor electronic message board applications (Ref: 09 EE 21B9 3FBQ )

(Open)

### Abstract:

**A consortium coordinated by an Estonian SME is looking for research partners for an FP7 project dealing with monochrome outdoor electronic message board applications that could be used for highway/traffic signs; bus stop tables; advertisement or information billboards, etc.**

**Partners sought: end-users and producers of outdoor display applications (SMEs).**

### Description:

The project under preparation sets goals for developing certain monochrome applications to a market-ready level. A number of e-paper applications that have the potential for a significant economical, environmental and social impact will be brought to the market based on the outcome of the projects.

The partners sought should be active in outdoor electronic message board market as producers or hardware integrators and bring in a certain market segment expertise. Access to current outdoor message board systems (built in mobile devices, etc.) where the new technology could be integrated could be of an additional value.

The partners selected to the consortium can gain future benefit from joint commercialization of the technology.

### Technical Specifications / Specific technical requirements of the request

Call Information:

- FP7 Research for the Benefit of SMEs
- Call reference FP7-SME-2010-1

Project proposal development stage:

- Under preparation, not yet submitted. Deadline 03rd December 2009

Requested EU funding:

- 1-1,5M EUR

Type and role of partner sought:

- SME - testing and validation of the developed applications; possible input to hardware and software integration

### Other Profile Details

Organisation: Invent Baltics Oü  
Network Partner: ESTINNO-NET  
Country: Estonia  
Entry Date: Tue, November 03, 2009  
Validation Date: Tue, November 03, 2009  
Deadline: Tue, October 26, 2010

### List of Keywords

Technology

- ✦ Electronic circuits, components and equipment
- ✦ Electronic engineering
- ✦ Audiovisual Equipment and Communication

Market

### Further Information (Technical Details Concerning the Profile)

The coordinating SME has patented a twist-ball reflective display (e-paper) active material production method that enables very high contrast and brightness level in full color displays; high video response speed (video picture); are durable, robust and bistable. Similar technology was developed by an American company and its spinoff in 1980-2006 which achieved relatively good results. The SME has brought a new angle to the technology by using much simpler production methods and unique smart materials for twisting balls. Based on this innovation the twist-ball displays could compete in a large number of flat panel display segments. Unlike many other e-papers the technology can be used outdoor and the active material has no principle size limitation (large area displays).

### Organisation/Company

Type: Technical  
Centre/Technology  
transfer Centre

Size: 11-50

### Collaboration Type

✦ Joint further development

### Comments

- Type of partner sought: Industry.

- Specific area of activity of the partner: End-users and producers of outdoor message boards; organizations having expertise in optics and full color reflective display matrixes.

- Task to be performed by the partner sought: testing and validation of the developed applications; possible input to hardware and software integration.

- Size of the partner sought: SME.

- EU/International project experience: Required.

### Targeted Countries

ALL

### Contact Details

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