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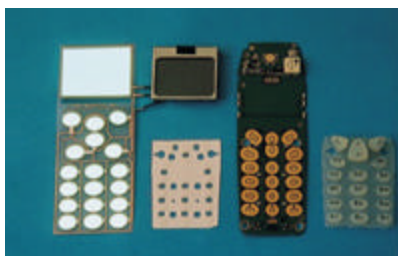
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Monday, May 21, 2001

## Copper lights up your life

By Lim Ann Chi



Novatech has come up with a new way of lighting up liquid crystal display (LCD) screens.

The technology, known as Meta-Foil technology, uses copper foil substrate, instead of the more commonly used silver, in electro-luminescent (EL) lamps.

It took the company 10 years to research and develop this technology.

Advantages of using Meta-Foil technology include lower costs and energy consumption, higher malleability and more even lighting. In addition, assembly plants can save by up to 25 percent when using this technology.

Said International Sales Manager Raymond Kridle: "The EL lamps we produce also have the ability to do selective printing on the displays, thus allowing for less costs to be incurred."

Currently the only manufacturer using Meta-Foil technology, the company has also developed an automated system for roll-to-roll production. This has enabled Novatech to increase its production capacity while reducing its costs.

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