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PLANAR ENERGY DEVICES WINS A 2009 R&D 100 AWARD

Company, along with partner NREL, has solid state technology recognized as major innovation in 2009

Orlando, FL (July 16, 2009) – Planar Energy Devices, a manufacturer of advanced technology batteries, in partnership with the U.S. Department of Energy’s National Renewable Energy Lab (NREL), has won the R&D 100 award. Their innovation, entitled “Thin-Film Lithium Rechargeable Microbattery”, is based on a successful re-design of the traditional solid state battery technology that originated from Oak Ridge National Labs. Coined the “buried anode” concept, the innovation was born from the Optoelectronics Team in the Center for Basic Sciences within NREL, to improve the manufacturing and packaging feasibility of solid state batteries. Planar exclusively licensed the technology and since, has been scaling up the concept to commercialize and encompass a broad range of applications.

Planar first launched the product at the 2008 Embedded Systems Conference, but in its original smaller geometry and low power offer. At this low a capacity, the battery is a key enabler for the remote sensor, smart cards and RFID markets. However, Planar has been committing research into the physical scale-up of the technology, in an effort to deliver the safety of the solid state chemistry, with the cost effective manufacturing anticipated from the buried anode concept. In a high capacity offer, these battery attributes would make an ideal energy storage solution for electric transportation and off-grid storage applications. The editors of *R&D Magazine* are pleased to announce that the winners of the 47th Annual R&D 100 Awards have been selected and will be formally presented at an Awards Banquet in Orlando on November 12, 2009. These awards salute the 100 most technologically significant products introduced into the marketplace over the past year. A full list of this year’s winners is available at www.rdmag.com.

Since 1963, the R&D 100 Awards have identified revolutionary technologies newly introduced to the market. Many of these have become household names, helping shape everyday life for many Americans. These include the flashcube (1965), the automated teller machine (1973), the halogen lamp (1974), the fax machine (1975), the liquid crystal display (1980), the printer (1986), the Kodak Photo CD (1991), the Nicoderm antismoking patch (1992), Taxol anticancer drug (1993), lab on a chip (1996), and HDTV (1998).

Still other recent award winners have achieved success and have become fixtures in their respective industries, including High-rate Vapor Transport Deposition for CdTe PV Modules (2003), LaserShot metal-forming technology (2003), VisIt fluids visualization software (2005), and Portable Acoustic Cytometer (2007).

“The R&D 100 Awards honor the latest technology developments that are designed to meet societal, scientific, or business challenges facing us today—and tomorrow,” said Rita Peters, editorial director of *R&D Magazine*.



The winning of an R&D 100 Award provides a mark of excellence known to industry, government, and academia as proof that the product is one of the most innovative ideas of the year. This helps provide an important initial push a new product needs to compete successfully in the marketplace.

Winners of the R&D 100 Awards are selected by an independent judging panel and the editors of *R&D Magazine*. The publication and its online portal serve research scientists, engineers, and other technical staff members at high tech industrial companies and public and private laboratories around the world.

Winners will be recognized at the R&D 100 Awards Banquet on Nov. 12, 2009, in Orlando. A full list and details about the winning innovations are at the R&D 100 Awards website, www.rdmag.com. Additional information, including registration for the Orlando event, is also available at that website.

About R&D Magazine

Since its founding in 1959 as *Industrial Research*, *R&D Magazine* has served research scientists, engineers and technical staff at laboratories around the world, providing timely, informative news and useful technical articles that broaden readers' knowledge of the research and development industry and improve the quality of their work. *R&D Magazine* is a publication of Advantage Business Media (www.advantagebusinessmedia.com).

About Planar Energy Devices Inc.

Planar Energy Devices Inc. is a privately held developer of tunable solid state power storage products for automotive, defense and commercial applications. Planar designs and manufactures energy storage products based upon a proprietary portfolio of deposition, materials and design technologies it has acquired from world-class government, academic and corporate research centers. Planar combines its family of proprietary solid state electrolyte materials with high-capacity solid state cathode and anode materials, to create the world's thinnest and safest high-capacity batteries that can be manufactured using proven and scalable manufacturing processes. Planar has been honored by Florida Gov. Charlie Crist as the "Newcomer" in the mega-market category of the Governor's Business Diversification Awards and by the Florida High Tech Corridor Council, which awarded the company its Award for Innovation as part of the Metro Orlando EDC's William C. Schwartz Industry Innovation Awards.

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