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## News Release

March 27, 2014

### Book presentation: OLED – more than light

- **The company book illustrates how OLED technology is opening up new worlds**
- **Organic LED in architecture, art and design can influence people's lives**

Darmstadt, Germany, March 27, 2014 – "Lighting Up the Future – The Emergence of OLED" is the name of a book published by Merck KGaA, Darmstadt, Germany, that will be presented on April 2, 2014 in Frankfurt during the "Light and Building" trade fair. The latest project by Merck KGaA, Darmstadt, Germany, within the scope of its "Displaying Futures" initiative showcases the possibilities of organic light-emitting diodes – or OLED – in architecture, art and design and looks at how innovative technological developments can positively impact people's lives.

Exceptionally thin, transparent, versatile, long-lasting and energy-efficient, OLEDs create possibilities that extend well beyond conventional lighting applications. "Lighting Up the Future", which features 160 pages of text and fascinating pictures, presents concepts and theories being developed in avant-garde architecture, art and design.

For instance, Kjetil Trædal Thorsen of Norway, co-founder of the architectural firm Snøhetta, sees OLED as a lighting material for design and construction that gives mankind new freedoms and serves as a major unifying element. With his concept of the accessible OLED room, the Darmstadt-based painter and video artist Willi Bucher exposes viewers to unusual realms of human experience. Sebastian Herkner developed the concept of "OLED Lighting Curtains". When switched on, the curtains float as a dynamic light surface in the room; when switched off, they are transparent. The examination of OLEDs as "more" than mere light will be complemented by lectures on general, philosophic, historic and psychological aspects of lighting.

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Merck KGaA

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"With this book, we want to trigger an interdisciplinary dialogue in order to jointly shape the future of OLED development together," explains the initiator Udo Heider, Vice President OLED at Merck KGaA, Darmstadt, Germany.

The renowned speakers, who will be presenting "Lighting Up the Future" reflect interdisciplinary thinking. Guests will hear exciting lectures by the philosopher Professor Martin Gessmann and product designed Professor Peter Eckart, both from Offenbach University of Art and Design, as well as the architect Robert Volhard from Stylepark.

The book presentation, which will be held in English, will take place on April 2, 2014 at 6:00 p.m. at the Museum für Angewandte Kunst (Museum for Applied Arts), Schaumainkai 17, in Frankfurt am Main, Germany. Journalists are cordially invited to attend. Please register by sending an e-mail to the following address: [nina.diergardt@merckgroup.com](mailto:nina.diergardt@merckgroup.com)

„Lighting Up the Future – The Emergence of OLED“ (ISBN 978-3-98-15860-7-7) was published by Trademark Publishing and can be order for € 28.00 by sending an e-mail to the following address: [info@trademarkpublishing.de](mailto:info@trademarkpublishing.de)

### About Displaying Futures:

The "Displaying Futures" initiative, which was launched in 2011, creates space for interaction, interdisciplinary exchange and mutual inspiration for display and material producers, designers, architects, artists, scientists and experts from other fields. The aim is to develop scenarios beyond pure technical approaches that show how constantly changing human needs with respect to communication and mobility are impacting the properties of displays and how display and material producers can already adapt to these today. The great interest in the previous Displaying Futures symposia held in Tokyo in 2011, in Taipei in 2012, and in Seoul in 2013, with the respective themes of "Perceptions", "Seamless Transitions" and "Ubiquitous Interactions", confirms the display industry's desire to embrace new impetus for innovations.

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### About Merck KGaA, Darmstadt, Germany



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Merck KGaA of Darmstadt, Germany, is a leading company for innovative and top-quality high-tech products in the pharmaceutical and chemical sectors. Its subsidiaries in Canada and the United States operate under the umbrella brand EMD. Around 38,000 employees work in 66 countries to improve the quality of life for patients, to further the success of customers and to help meet global challenges. The company generated total revenues of € 11.1 billion in 2013 with its four divisions: Biopharmaceuticals, Consumer Health, Performance Materials and Life Science Tools. Merck KGaA of Darmstadt, Germany is the world's oldest pharmaceutical and chemical company – since 1668, the name has stood for innovation, business success and responsible entrepreneurship. Holding an approximately 70 percent interest, the founding family remains the majority owner of the company to this day.