



The world leader in
liquid repellent
nano-coating technology

The Monthly Droplet

May 2011

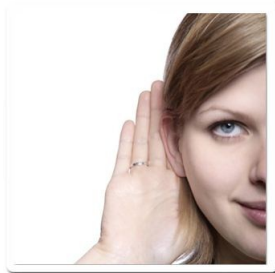


P2i initiates Hearing Aid Industry discussion

Over 2000 Audiologists worldwide were approached to take part in the 'Big Issues in Hearing Aids' discussion which will culminate in a Round Table event alongside the EUHA Congress in Nuernberg in October.

P2i began the 'Big Issues in Hearing Aids' discussion with an online opinion survey which identified areas of concern for Audiologists including the perceived detrimental effect of 'off-the-shelf' products, the miniaturization of hearing aids, and the ongoing issues with moisture and cerumen damage to hearing devices.

P2i's CTO, Dr Stephen Coulson explains: "Our Big Issues in Hearing Aids 2011 survey is an attempt to gain fresh insights into technology developments and the relationship between hearing aid manufacturers and audiologists, with a view to initiating industry discussion around our findings."



The next survey to be distributed in June will allow manufacturers the opportunity to respond to these issues and add their own concerns.

More information about the survey results can be found [here](#).

Lucky's ion-mask™ shoe makes a splash

Teva®, a division of Deckers Outdoor Corporation, has chosen P2i's revolutionary ion-mask™ technology to protect its new Links mountain bike shoes, and ion-mask™ is already benefiting the life

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P2i Downloads

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About P2i

P2i is the world leader in liquid repellent nano-coating technology. We make good products great by applying innovative science. Our revolutionary technology enables our customers to improve the performance of their products and protect them from the effects of water and all other liquids. This builds value by commanding premium prices and/or reducing costs.

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P2i Technology

P2i's technology works by applying a nanometre-thin polymer layer over the entire surface of a product. Using an ionised gas (plasma) this layer is molecularly bound to the surface

of an unlikely customer.

At Santa Barbara Zoo a Humboldt penguin by the name of 'Lucky' was suffering due to an abnormality which forced him to walk on an unpadded area of his foot creating potentially life threatening sores.



Zoo staff tried to provide padding and protection to compensate, but this was not conducive to Lucky's active water lifestyle. Teva were able to create a structured shoe with ion-mask™ technology ensuring the shoes stayed lightweight and quick drying.

Read the full story of Lucky's adventure [here](#).

and will not leach away. The process confers superior oil and water repellency by reducing the surface energy to ultra-low levels - down to one third that of PTFE (polytetrafluoroethylene).

[Find out more about our technology](#)

P2i.TV launched

Following the success of the P2i YouTube channel which saw 24,844 video views in the past year we are pleased to announce the launch of P2i.TV.

From the slow motion video of droplets bouncing on ion-mask™ treated fabric to the corporate video of Dr Stephen Coulson explaining his technology, the database of footage not only provides awe-inspiring images, but also explains how our technology works.

With videos demonstrating ion-mask™ for consumers of brands such as Timberland, Hi-Tec and Nike Golf, and others to demonstrate Aridion™ on hearing aids and mobile phones everyone has something to gain by watching P2iTV.



To see a collection of our videos go to: www.p2i.com/TV

P2i is now on FACEBOOK!

Visit our website for more information: www.p2i.com

