

## The Monthly Droplet

January 2011



## P2i @ International CES 2011

**"P2i is the coolest thing I've EVER seen at CES in all my times attending"**

- A Twitter post during the event is just one of the many positive responses that P2i received while exhibiting at the 2011 [International CES](#), 6-9th January in Las Vegas.

CES is the world's largest annual tradeshow for consumer technology and 2011 was the first time that P2i exhibited. The buzz generated across the show was incredible.

Throughout the 4 days, P2i introduced Aridion™ to a wide range of delegates from different electronic backgrounds via a specifically designed holographic display, plasma screens as well as live demonstrations, which can be viewed [here](#).

At the booth, P2i was filmed by [TechpodCasts](#), [MSN Technologie](#) (Canada) and the DIY Network's 'Cool Tools'. CES was also the platform to launch the new corporate videos which can be viewed on the P2i [YouTube channel](#). You can also watch a short video of P2i at CES by clicking the image below:



With extensive video and social media coverage, including Twitter, YouTube, Forums and Blogs, the exposure P2i received during and after CES has made attending a huge success with many key business contacts keen to find out more about the technology.

P2i have already reserved an even larger booth at CES 2012 and we look forward to seeing you there. Next up - [Mobile World Congress, Barcelona](#) (14-17th Feb, 2011).

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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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## Research reveals need for Aridion™ technology

New research reveals 43% of people in the United States would be put off buying an expensive cell phone for fear of accidentally damaging it.

As the world leader in liquid repellent nano-coating technology, P2i has a lot to offer consumers, with four in ten people surveyed having already damaged their cell phone by either dropping it in water or spilling liquid on it.

[Aridion™](#), P2i's process for Electronics, provides superior liquid repellency, protecting the product without affecting the working components or altering the look, feel and functionality.



To read the research article in full click [here](#).

## P2i features in Asia Pacific Coatings Journal (APCJ)

P2i featured on the front cover of [Asia Pacific Coatings Journal](#) this month with articles highlighting the new Singapore office, Timberland's 2011 footwear styles incorporating [ion-mask™](#) technology, and an in-depth article with Dr Stephen Coulson.

To read the article in full click [here](#).



## Keep Up To Date With P2i

Visit our website for more information: [www.p2i.com](http://www.p2i.com)



## 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 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](#)