

# Thin Film Batteries: Market Shares, Strategies, and Forecasts, Worldwide, 2015 to 2021

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## Abstracts

LEXINGTON, Massachusetts (April 30, 2015) – WinterGreen Research announces that it has published a new study Thin Film Batteries: Market Shares, Strategy, and Forecasts, Worldwide, 2015 to 2021. The 2015 study has 329 pages, 110 tables and figures. Thin Film Batteries offer quality for powering implantable medical devices, hearing aids, RFID tags, and wearable electronics.

Thin film battery market driving forces include creating business inflection by delivering technology that supports entirely new capabilities. Sensor networks are creating demand for thin film solid state devices. Vendors doubled revenue and almost tripled production volume from first quarter. Multiple customers are moving into production with innovative products after successful trials.

A strong business pipeline has emerged with customer activity in all target markets. The market focus is shifting from ramping capacity to driving manufacturing efficiencies and achieving margin improvement, indicating increasing market maturity.

The quality of energy storage is better with thin film batteries. Thin Film Batteries A comparison of battery performance for various rechargeable batteries is a compelling illustration of the value of thin film batteries. Data for thin film batteries using very thin substrates illustrate the longer cycle life that can be achieved. Applications include power bridging, permanent power, and wireless sensor networks.

Thin film battery market driving forces include creating business inflection by delivering technology that supports entirely new capabilities. Sensor networks are creating demand for thin film solid state devices. Vendors doubled revenue and almost tripled production volume from first quarter. Multiple customers are moving into production with

innovative products after successful trials.

A strong business pipeline has emerged with customer activity in all target markets. The market focus is shifting from ramping capacity to driving manufacturing efficiencies and achieving margin improvement, indicating increasing market maturity.

Smarter computing is part of an IT opportunity, brought by the availability of many, many devices that measure what is going on in the world. These devices are made possible by the availability of small, inexpensive, reliable batteries that provide battery backup on the printed circuit board. Smarter computing is related to achieving a more instrumented, interconnected and intelligent infrastructure.

Software and onboard storage are significant aspects of making the networks more intelligent. The need to capture and analyze increasing amounts of data, deliver results to more users, and respond faster across all devices, without a corresponding increase in budget is a function of better management and better systems. Back up power is part of the picture.

Key application areas for thin film batteries are:

Medical implants

Hearing aids

RFID tags

Electronic wearable devices

Smart cards

Key application areas for solid state batteries are:

Power bridging

Permanent power

Wireless sensors

As energy harvesting and wireless sensor networks evolve, the thin film batteries provide an uninterrupted, stable power source that lasts as long as the electronics with which it is packaged. In some cases, changing batteries is not feasible, and these applications are illustrative of those kinds of instances.

According to Susan Eustis, the lead author of the team that created the study, “Thin film batteries for electronics brings advantages to batteries of less weight, lower cost potentially, higher energy density eventually, and a smaller footprint. Substantially increasing the energy density while lowering costs is the aim of this industry segment. While this has not yet been achieved, it will be done and those who achieve the breakthrough stand to benefit substantially.”

Thin film battery markets at \$35 million in 2014 are forecast to reach \$3.4 billion by 2021. Rapid growth toward the end of the forecast period is anticipated as technology improves the cost structure of the manufacturing.

WinterGreen Research is positioned to help customers face challenges that define the modern enterprises. The increasingly global nature of science, technology and engineering is a reflection of the implementation of the globally integrated enterprise. Customers trust WinterGreen Research to work alongside them to ensure the success of the participation in a particular market segment.

WinterGreen Research supports various market segment programs; provides trusted technical services to the marketing departments. It carries out accurate market share and forecast analysis services for a range of commercial and government customers globally. These are all vital market research support solutions requiring trust and integrity.

WinterGreen Research is an independent research organization funded by the sale of market research studies all over the world and by the implementation of ROI models that are used to calculate the total cost of ownership of equipment, services, and software. The company has 35 distributors worldwide, including Global Information Info Shop, Market Research.com, Research and Markets, Bloomberg, electronics.ca, and Thompson Financial.

## Contents

### THIN FILM BATTERY EXECUTIVE SUMMARY

#### Thin Film Battery Market

Polymer Film Substrate for Flexible Thin Battery

Thin Film Battery Market Driving Forces

Smarter Computing Market Driving Forces

#### Thin Film Batteries Market Shares

##### 1.1 Thin Film Batteries Market Forecasts

### 1. THIN FILM BATTERY MARKET DESCRIPTION AND MARKET DYNAMICS

#### 1.1 Solid State Thin Film Batteries Provide Board Level Back-up

1.1.1 Intelligent Systems: The Next Era of IT Leverages Thin Film Batteries

1.1.2 Cloud and Virtualization

#### 1.2 Thin Film Battery Target Markets

1.2.1 Permanent Power for Wireless Sensors

#### 1.3 Principal Features Used To Compare Rechargeable Batteries

1.3.1 World Economic Growth

#### 1.4 Challenges in Battery and Battery System Design

#### 1.5 Types of Batteries

1.5.1 Lead-Acid Batteries

1.5.2 Nickel-Based Batteries

1.5.3 Conventional Lithium-ion Technologies

1.5.4 Advanced Lithium-ion Batteries

1.5.5 Thin Film Battery Solid State Energy Storage

1.5.6 Ultra Capacitors

1.5.7 Fuel Cells

#### 1.6 Nanotechnology

1.6.1 Components Of A Battery

#### 1.7 Applications Require On-Printed Circuit Board Battery Power

1.7.1 Thin-film vs. Printed Batteries

#### 1.8 Battery Safety / Potential Hazards

1.8.1 Thin Film Solid-State Battery Construction

#### 1.9 Battery Is Electrochemical Device

1.9.1 Battery Depends On Chemical Energy

### 2. THIN FILM BATTERY MARKET SHARES AND FORECASTS

#### 2.1 Thin Film Battery Market

- 2.1.1 Polymer Film Substrate for Flexible Thin Battery
- 2.1.2 Thin Film Battery Market Driving Forces
- 2.1.3 Smarter Computing Market Driving Forces
- 2.2 Thin Film Batteries Market Shares
  - 2.2.1 Thin Film Battery Market Shares, Units and Dollars
  - 2.2.2 Front Edge Technology
  - 2.2.3 STMicroelectronic EnFilm: Thin-film Batteries
  - 2.2.4 Blue Spark
  - 2.2.5 Cymbet Corporation –
- 2.3 Thin Film Batteries Market Forecasts
  - 2.3.1 Thin Film Battery Segment Analysis
  - 2.3.2 RFID Batteries
  - 2.3.3 Battery-Assisted Passive and Active RFID
  - 2.3.4 RFID Tags 0.05 mA Current Draw, Dollar and Unit Analysis
  - 2.3.5 Thin Film Batteries Deposited Directly Onto Chips Or Chip Packages
  - 2.3.6 Thin Film, Printed Electronics Battery Market:- Bigger than the Silicon Chip
  - 2.3.7 Hearing Aid Medical Thin Film Battery Market Forecasts
  - 2.3.8 Implantable Medical Device Thin Film Battery Market Forecasts
  - 2.3.9 Solid State Thin Film Battery Market
- 2.4 Smarter Computing Depends on Instrumented Devices
- 2.5 Nanotechnology Providing Next Generation Systems
- 2.6 Thin Film Battery Prices
- 2.7 Thin Film Battery Prices
  - 2.7.1 Cymbet Prices
- 2.8 Thin Film Battery Regional Analysis
  - 2.8.1 Geographical Region Analysis

### **3. THIN FILM BATTERY PRODUCT DESCRIPTION**

- 3.1 Front Edge Technology
  - 3.1.1 Front Edge Technology Thin Film Battery Technical Information
- 3.2 STMicroelectronic EnFilm: Thin-film Batteries
  - 3.2.1 ST Smart Power Devices
  - 3.2.2 ST In-Check Lab-on-Chip
- 3.3 Cymbet Energizing Innovation
  - 3.3.1 Cymbet EnerChip Smart Solid-State Battery
  - 3.3.2 Cymbet EnerChip Applications
  - 3.3.3 Cymbet Embedded Energy Applications
  - 3.3.4 Cymbet EnerChip Battery Backup Applications

- 3.3.5 Cymbet EnerChips Battery Storage Devices For Energy Harvesting
- 3.3.6 Cymbet Solid State Energy Storage for Embedded Energy, Power Back-up and Energy Harvesting
- 3.3.7 Cymbet Energy Harvesting
- 3.3.8 Cymbet EnerChips Storage Devices for PC Printer Circuit Boards
- 3.3.9 Cymbet EnerChips ROI
- 3.3.10 Cymbet EnerChip Solid State Batteries are Fabricated and Packaged Like Other Integrated Circuits
- 3.3.11 EnerChip Smart Solid State Batteries
- 3.3.12 Cymbet EnerChips Charging Circuits:
- 3.3.13 Cymbet Integrates EnerChip Bare Die Directly into a Chip or Module
- 3.3.14 Cymbet EnerChip Charging
- 3.3.15 Cymbet Rechargeable EnerChips and Effective Capacity
- 3.3.16 Cymbet Development Support
- 3.3.17 Cymbet Zero Power Devices
- 3.3.18 ComtexCymbet EnerChip Thin-Film Batteries
- 3.4 Blue Spark
  - 3.4.1 Blue Spark Printed Battery Standard (ST) Series
  - 3.4.2 Blue Spark Ultra Thin (UT) Printed Battery Series
  - 3.4.3 Blue Spark Design & Manufacturing
- 3.5 Tesla / Panasonic Lithium Ion Batteries
  - 3.5.1 Tesla / Panasonic Giga Factory
  - 3.5.2 Tesla's CTO Wants To Take Batteries To A New Dimension
  - 3.5.3 Tesla Charging Connector
  - 3.5.4 Tesla Use Of Batteries To Store Renewable Power
- 3.6 Apple
  - 3.6.1 Apple Shaped Batteries
- 3.7 NEC
  - 3.7.1 NEC Radio tags
  - 3.7.2 NEC RFID Tag
  - 3.7.3 NEC Nanotechnology Thin And Flexible Organic Radical Battery (ORB)
  - 3.7.4 NEC / Nissan / AESC (Automotive Energy Supply Corporation)

## **4. THIN FILM LITHIUM BATTERY TECHNOLOGY**

- 4.1 Amount Of Energy A Battery Can Store
- 4.2 Solid State Thin Film Battery Soldering
  - 4.2.1 Thin Film Battery Timescales and Costs
- 4.3 Battery Breakthroughs

- 4.3.1 MIT Thin Film Battery
- 4.3.2 DOE ORNL Scientists Reveal Battery Behavior At The Nanoscale
- 4.3.3 Rice University and Lockheed Martin Use Silicon To Increase Capacity Of Lithium-Ion Batteries
- 4.3.4 Rice University 50 Microns Battery
- 4.3.5 Next Generation Of Specialized Nanotechnology
- 4.4 Silicon Strategy For Batteries
- 4.5 c-Si Manufacturing Developments
  - 4.5.1 Texturization
  - 4.5.2 Emitter Formation
  - 4.5.3 Metallization
  - 4.5.4 Automation, Statistical Process Control (SPC), Advanced Process Control (APC)
  - 4.5.5 Achieving Well-controlled Processes
  - 4.5.6 Incremental Improvements
- 4.6 Impact Of Nanotechnology
  - 4.6.1 Nanotechnology
  - 4.6.2 Why Gold Nanoparticles Are More Precious Than Pretty Gold
  - 4.6.3 Lithium Ion Cells Optimized For Capacity
  - 4.6.4 Flat Plate Electrodes
  - 4.6.5 Spiral Wound Electrodes
  - 4.6.6 Multiple Electrode Cells
  - 4.6.7 Fuel Cell Bipolar Configuration
  - 4.6.8 Electrode Interconnections
  - 4.6.9 Sealed Cells and Recombinant Cells
  - 4.6.10 Battery Cell Casing
- 4.7 Micro Battery Solid Electrolyte

## **5. THIN FILM BATTERY COMPANY PROFILES**

- 5.1 Apple
- 5.2 Applied Materials
- 5.3 Blue Spark Technologies
  - 5.3.1 Blue Spark Printed Battery Standard (ST) Series
  - 5.3.2 Blue Spark Ultra Thin (UT) Printed Battery Series
  - 5.3.3 Blue Spark Design & Manufacturing
- 5.4 Citic Guoan
  - 5.4.1 MGL One Of The Biggest Cathode Material (LiCoO<sub>2</sub>) Manufacturers in China
  - 5.4.2 MGL Total Battery Production Capacity
  - 5.4.3 MGL Company Profile



## 5.5 Cymbet

5.5.1 Cymbet Team:

5.5.2 Cymbet Investors:

5.5.3 Cymbet Partners, Sales and Distribution:

5.5.4 Cymbet Manufacturing:

5.5.5 Cymbet High Volume Solid-State Battery Manufacturing Facility

5.5.6 Cymbet Partnering with X-FAB

5.5.7 Distribution Agreement EnerChip Eco-friendly Solid State Batteries

5.5.8 Cymbet EVAL-09 Utilizes Harnessing Ambient Energy

5.5.9 Cymbet \$31 Million in Private Financing

## 5.6 Enfucell

5.6.1 EnfucellSoftBattery

## 5.7 FlexEI

5.7.1 FlexEI Flexible Cell Challenge Addressed

5.7.2 FlexEI Rechargeable Solution

## 5.8 Front Edge Technology

5.8.1 Front Edge Technology Thin Film Battery Technical Information

## 5.9 GS Nanotech

## 5.10 GS Caltex / GS Yuasa

5.10.1 GS Battery (USA) Inc.

## 5.11 Guangzhou Markyn Battery Co. Polymer Lithium Ion Battery

5.11.1 Guangzhou Markyn Battery Co.

## 5.12 Imprint Energy

5.12.1 Imprint Energy Aims To Reshape The Battery Landscape

## 5.13 ITN Lithium Technology

5.13.1 ITN's Lithium EC sub-Division Focused On Development And Commercialization of EC

5.13.2 ITN's SSLB Division Thin-Film Battery Technology

5.13.3 ITN Lithium Air Battery

5.13.4 ITN Fuel Cell

5.13.5 ITN Thin-film Deposition Systems

5.13.6 ITN Real Time Process Control

5.13.7 ITN Plasmonics

5.13.8 ITN's Lithium Technology

5.13.9 ITN Lithium Electrochromics

## 5.14 Johnson Research Product Development

## 5.15 Kunshan Printed Electronics Ltd.

## 5.16 KSW Microtec

5.16.1 KSW Microtec Efficient Flexible, Producer of RFID Components



- 5.17 Matsushita / Panasonic / Sanyo / Sanyo Solar
- 5.18 NEC Corporation
  - 5.18.1 NEC Group Vision 2017
  - 5.18.2 NEC Printed Battery
  - 5.18.3 NEC Develops Ultra-Thin Organic Radical Battery Compatible with IC Cards
  - 5.18.4 NEC Radio tags
  - 5.18.5 NEC RFID Tag
  - 5.18.6 NEC Nanotechnology Thin And Flexible Organic Radical Battery (ORB)
  - 5.18.7 NEC / Nissan / AESC (Automotive Energy Supply Corporation)
- 5.19 Oak Ridge National Laboratory
- 5.20 Oak Ridge Micro-Energy
  - 5.20.1 Oak Ridge Micro-Energy, Inc.
  - 5.20.2 Oak Ridge 105mm x 60mm 3.0 Ah Lithium Ion Ultra Safe Prismatic Cell
- 5.21 Paper Battery Company
  - 5.21.1 Paper Battery PowerWrapper Supercapacitor
- 5.22 Leonhard Kurz / PolyIC
- 5.23 PolyPlus
  - 5.23.1 Poly Plus Lithium Water
- 5.24 Prelonic Technologies
  - 5.24.1 Prelonic Technologies Printed Batteries
- 5.25 Prelonic Technology
- 5.26 Prieto Battery
  - 5.26.1 Prieto Battery
  - 5.26.2 Prieto Battery Reducing The Thickness Of The Electrode Results In Lower Energy Capacity And Shorter Operating Time
  - 5.26.3 Prieto Battery Nanowires Make Up The First Key Piece Of The Battery, The Anode
  - 5.26.4 Proposed Architecture of the Prieto battery
- 5.27 ProLogium
  - 5.27.1 ProLogium Solid-State LCB (Lithium Ceramic Battery)
  - 5.27.2 ProLogium PLCB (Pouch Type- LCB)
  - 5.27.3 ProLogium ELCB (Logithium)
- 5.28 ProtoFlex Thin Film Batteries
- 5.29 PS
- 5.30 Saft
  - 5.30.1 Saft, Building For Future Growth
  - 5.30.2 Attractive market positioning in high-end niche markets
- 5.31 Samsung
- 5.32 Solicore

### 5.33 Sony Corporation

#### 5.33.1 Sony Technology

### 5.34 STMicroelectronics (NYSE:STM)

#### 5.34.1 STMicroelectronics Product Technologies

#### 5.34.2 ST Custom and Semi-Custom Chips

#### 5.34.3 STM Application-Specific Standard Products (ASSPs)

#### 5.34.4 ST Secure ICs

#### 5.34.5 ST Application Specific Discretes (ASD)

#### 5.34.6 ST In-Check “Lab-on-Chip”

#### 5.34.7 ST Multi-Segment Products

#### 5.34.8 ST Microcontrollers

#### 5.34.9 ST Smart Power Devices

#### 5.34.10 ST Standard Linear and Logic

#### 5.34.11 ST Discretes

#### 5.34.12 ST Protection Devices

#### 5.34.13 ST Sensors

#### 5.34.14 ST RF

#### 5.34.15 ST Real-time Clocks

#### 5.34.16 STMicroelectronic EnFilm: Thin-film Batteries

### 5.35 Tesla

### 5.36 Texas Instruments (TXN:NYSE)

### 5.37 Umicore Thin Film Products

#### 5.37.1 Umicore Materials Technology Group

### 5.38 VTT

### 5.39 Zibo Dison

### 5.40 Battery manufacturers

## List Of Tables

### LIST OF TABLES AND FIGURES

Table ES-1 Thin Film Battery Market Driving Forces

Table ES-2 Smarter Computing Market Driving Forces

Table ES-3 Thin Film Battery Benefits

Table ES-4 Comparison Of Battery Performance

Figure ES-5 Thin Film Battery Energy Density

Figure ES-6 Thin Film Battery Market Shares, Dollars, Worldwide, 2014

Figure ES-7 Thin Film Battery Markets Forecasts Dollars, Worldwide, 2015-2021

Table 1-1 Thin Film Battery Target Markets

Table 1-2 Principal Features Used To Compare Rechargeable Batteries

Table 1-3 Challenges in Battery and Battery System Design

Figure 1-4 Discharge of a Lithium Battery

Table 1-6 Characteristics Of Battery Cells

Table 2-1 Solid State Thin Film Battery Market Driving Forces

Table 2-2 Smarter Computing Market Driving Forces

Table 2-3 Thin Film Battery Benefits

Table 2-4 Comparison Of Battery Performance

Figure 2-5 Thin Film Battery Energy Density

Figure 2-6 Thin Film Battery Market Shares, Dollars, Worldwide, 2014

Table 2-7 Thin Film Battery Market Shares, Dollars, Worldwide, 2014

Table 2-8 Thin Film Battery Market Shares, Units and Dollars, Worldwide, 2014

Table 2-9 Solid State Thin Film Battery Market Shares, Units and Dollars, Worldwide, 2014

Figure 2-10 Thin Film Battery Markets Forecasts Dollars, Worldwide, 2015-2021

Table 2-11 Thin Film Battery Market Forecasts Dollars, Worldwide, 2015-2021

Table 2-12 Thin Film Battery Applications

Table 2-13 Thin Film Battery Segments

Table 2-14 Thin Film Battery Market Segments, Medical, RFID Tags, Wearable Electronics, and Smart Cards, Dollars, Worldwide, 2015-2021

Table 2-15 Thin Film Battery Market Segments, Medical, RFID Tags, Wearable Electronics, and Smart Cards, Percent, Worldwide, 2015-2021

Table 2-16 Thin Film Battery Market Segment Forecasts, Medical, RFID, Wearable Electronics, Smart Cards, Dollars, Shipments, Worldwide, 2015-2021

Figure 2-17 Thin Film Active RFID Tag Battery Market Segment Forecasts, Dollars, Shipments, Worldwide, 2015-2021

Table 2-18 RFID Applications And Industry Solutions For Battery-Assisted Passive And

## Active Batteries

Figure 2-19 Thin Film Active RFID Tag Battery Market Segment Forecasts, Dollars, Shipments, Worldwide, 2015-2021

Figure 2-20 Hearing Aid Medical Thin Film Battery Market Forecasts, Dollars, Worldwide, 2015-2021

Table 2-21 Thin Film Hearing Aid Medical Battery Market Segment Forecasts, Units and Dollars, Shipments, Worldwide, 2015-2021

Figure 2-22 Implantable Medical Device Thin Film Battery Market Forecasts, Worldwide, Dollars, 2015-2021

Table 2-23 Thin Film Specialized and Implantable Medical Battery Micro Amp Hour Forecasts, Units and Dollars, Shipments, Worldwide, 2015-2021

Figure 2-24 Solid State Thin Film Battery Market Shares, Dollars, Worldwide, 2014

Figure 2-25 Solid State Thin Film Battery Markets Forecasts Dollars, Worldwide, 2015-2021

Table 2-26 Solid State Thin Film Battery Market, Energy Harvesting, Power Bridging, and Wireless Sensor Networks, Forecasts Dollars, Worldwide, 2015-2021

Table 2-27 Solid State Thin Film Battery Market, Energy Harvesting, Power Bridging, and Wireless Sensor Networks, Forecasts, Percent, Worldwide, 2015-2021

Figure 2-28 Smarter Computing Depends on Instrumented Devices

Figure 2-29 Smarter Planet Impact on IT

Table 2-30 Thin Film Battery Unique Properties

Figure 2-31 Mouser Solid State Thin Film Battery Offerings

Table 2-32 Solid State Thin Film Battery Regional Market Segments, 2014

Table 2-33 Solid State Thin Film Battery Regional Market Segments, 2014

Table 3-1 Front Edge Technology Description

Figure 3- 2 Front Edge Technology Charging Curve of a 0.25 mAh Battery

Table 3-3 STMicroelectronics SPV1050 IC's Main Features

Table 3-4 Cymbet Applications

Table 3-5 Cymbet EnerChip Industry Target Markets

Table 3-6 Cymbet Solid State Energy Storage Backup Target Markets

Figure 3-7 Cymbet EnerChip CBC3105-BDC:

Table 3-8 Cymbet EnerChip: Target Markets

Table 3-9 Cymbet Energy Harvesting Applications

Table 3-10 Cymbet EnerChips ROI

Table 3-11 Cymbet EnerChips Features

Table 3-12 Cymbet EnerChip Improve End-Product Sales

Table 3-13 Cymbet EnerChip Feature Sets

Table 3-14 Cymbet EnerChip CC Features

Table 3-15 Cymbet EnerChip Components

Figure 3-16 EnerChip RTC Uses an Embedded Energy Co-Package

Figure 3-17 EnerChip Bare Die Soldering

Table 3-18 Cymbet's EnerChip Benefits

Table 5-19 Blue Spark Printed, Carbon-Zinc Battery Target Markets

Table 5-20 Blue Spark Printed Battery Target Markets

Table 5-21 Blue Spark Printed Battery Properties

Table 5-22 Blue Spark Ultra-Thin UT Batteries Form Factor Applications

Table 3-23 Blue Spark Application support services

Figure 3-24 Apple iWatch

Figure 3-15 NEC ORB Thin, Flexible Battery Technology

Figure 3-16 NEC ORB Battery

Figure 3-17 NEC ORB Flexible Battery

Table 3-18 NEC Nanotechnology Thin And Flexible Organic Radical Battery (ORB)  
Characteristics Of The Technologies

Figure 3-19 NEC Organic Radical Battery

Table 4-1 Solid-State Thin Film Battery Unique Properties

Figure 4-2 Department of Energy's Oak Ridge National Laboratory Battery Behavior At  
The Nanoscale

Figure 4-3 Rice Researchers Advanced Lithium-Ion Technique has Microscopic pores  
that dot a silicon wafer

Figure 4-4 Rice University 50 Microns Battery

Figure 4-5 Silver Nanoplates Decorated With Silver Oxy Salt Nanoparticles

Table 4-6 Approaches to Selective Emitter (SE) Technologies

Table 4-7 Comparison Of Battery Performances

Table 4-8 Common Household-Battery Sizes, Shape, and Dimensions

Figure 4-9 Design Alternatives of Thin Film Rechargeable Batteries

Table 5-1 Blue Spark Printed, Carbon-Zinc Battery Target Markets

Table 5-2 Blue Spark Printed Battery Target Markets

Table 5-3 Blue Spark printed battery Properties

Table 5-4 Blue Spark Ultra-Thin UT Batteries Form Factor Applications

Figure 5-5 Cymbet Elk River Manufacturing Facility

Figure 5-6 Cymbet Lubbock Texas Manufacturing Site

Figure 5-7 Authorized Distributors

Table 5-8 Enfucell SoftBattery Applications

Table 5-9 FlexEI Battery Solutions Products

Table 5-10 FlexEI Battery

Figure 5-11 FlexEI Primary Disposable Solution

Figure 5-12 FlexEI Disposable Battery Specifications

Figure 5-13 FlexEI Rechargeable Battery Specifications

Table 5-15 GS NANOTECH

Figure 5-16 GS Nanotech Thin Film Battery

Figure 5-17 GS NANOTECH Thin Film Battery

Figure 5-18 GS Nanotech Nanotechnology

Table 5-19 GS NANOTECH Thin Film Battery Advantages

Figure 5-20 Guangzhou Markyn Battery Co. Polymer Lithium Ion Battery

Table 5-21 Guangzhou Markyn Battery Offerings

Table 5-22 Imprint Energy Battery Features

Table 5-23 ITN Technologies

Figure 5-24 ITN Thin Film Battery Technology

Figure 5-25 ITN Battery

Figure 5-26 ITN Thin-Film Deposition Systems

Figure 5-27 ITN's Thin-Film Deposition Systems

Table 5-28 ITN Thin-Film Deposition Systems Products and Services Offered

Table 5-29 ITN Thin-Film Deposition Systems

Figure 5-30 ITNIYN Fuel Cells

Table 3-31 ITN's SSLB Solid-State Lithium Battery Target Markets

Table 3-32 ITN's SSLB Technology Advantages

Table 3-33 ITN Technologies

Figure 5-34 NEC Printed Battery

Figure 3-35 NEC ORB Thin, Flexible Battery Technology

Figure 3-36 NEC ORB Battery

Figure 3-37 NEC ORB Flexible Battery

Table 3-38 NEC Nanotechnology Thin And Flexible Organic Radical Battery (ORB)

Characteristics Of The Technologies

Figure 3-39 NEC Organic Radical Battery

Table 5-40 Oak Ridge National Laboratory ORNL Advance Battery Materials And Processing Technology Contracts

Table 5-41 Oak Ridge National Laboratory And Battery Manufacturers Energy Materials Program Aspects

Figure 5-42 Oak Ridge Micro-Energy

Figure 3-43 Oak Ridge Micro-Energy Discharge of a Thin-Film Lithium Battery At Current Densities of 0.02, 0.1, 0.2, 0.5, 1.0, 2.0, 5.0, and 10.0 mA/cm<sup>2</sup>

Figure 3-44 Discharge of a thin-film lithium-ion battery at current densities of 0.02, 0.1, 0.2, 0.5, 1.0, 2.0, 5.0, and 10.0 mA/cm<sup>2</sup>

Figure 3-45 Ragone Plots Graph Of Energy vs. Power Per Unit Area Of The Cathode From The Discharge Data For The Lithium And Lithium-Ion Batteries

Figure 5-46 Poly IC Printed Electronics

Figure 5-47 Prelonic Technologies Chemical Systems

Figure 5-48 Prieto Battery 3D architecture

Figure 5-49 Prieto Battery Nanowires Li-ion Batteries Using A 3D Structure

Table 3-50 Prieto Battery Features

Figure 5-51 ProLogium Solid-State LCB (Lithium Ceramic Battery) Characteristics

Figure 5-51 Solicore Flexion Lithium Polymer Batteries

Table 5-52 Umicore Business Areas

Figure 5-53 Umicore Thin Film Products



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