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## Press release

# Top honour for Swiss researcher

## Inventor and liquid-crystal pioneer Martin Schadt receives award

**The Swiss inventor Martin Schadt has been honoured in Amsterdam by the European Patent Office (EPO) with the 2013 European Inventor of the Year Award in the Lifetime Achievement category for his work in the field of LCD technology. From televisions though to smartphones, LCDs are ever-present today and their worldwide market volume exceeds CHF 100 billion annually. Working in his former company, Hoffmann-La Roche, Schadt was the first person to recognise the potential of liquid crystals. His significant invention, particularly with regard to the alignment of liquid crystals, was pursued in the mid-nineties in the Allschwil-based spin-off company, Rolic Technologies, where Martin Schadt was the first CEO until his retirement in 2003.**

In the following years, Rolic Technologies developed the research findings of Martin Schadt into today's LCMO technology and then successfully introduced this as the industry standard for LCD displays in 2008. The management and team at Rolic warmly congratulate Martin Schadt on this great honour and thank the brilliant and tireless inventor for his extraordinary achievements that also constitute the basis for Rolic's worldwide lead in the field of LCD displays and further applications. Schadt accepted the award at a gala event in Amsterdam in front of an international audience in the presence of Princess Beatrix of the Netherlands.

EPO President Benoît Battistelli paid tribute to the outstanding achievements of the award winner as "an example of cutting-edge technology that had been 'Made in Europe'". Schadt was one of three finalists in the Lifetime Achievement category. The award is the most prestigious award for innovation and is presented on a regular basis by the European Patent Office. According to the EPO, Liestal-born Martin Schadt is largely responsible for the fact that liquid crystals (or liquid crystal displays, LCDs) are now part and parcel of our everyday life and are being used in an ever increasing number of devices like televisions, mobile phone and notebook touchscreens, digital cameras and countless further devices in modern-day life such as ATMs and washing machines.

Rolic CEO Dr. Norbert Münzel praised the award recipient: "Martin Schadt already recognised the importance of the photo-alignment effect for LCD displays at an early stage. His single-minded and visionary work in his role as the first CEO of Rolic served to lay the foundations for the advancement and industrialisation of this technology. Rolic is proud that Martin Schadt has been honoured today by the European Patent Office for his pioneering work in the field of liquid crystals and congratulates him warmly on receiving the award for his outstanding life's work."

## Background information

Rolic Technologies Ltd. is an innovative Swiss technology company active in the field of the specific and precise orientation of molecules. The company employs polarised light to structure the surfaces of photosensitive materials down to a nanoscale level. Rolic's proprietary "Light-Controlled Molecular Orientation" technology (LCMO) allows unique optical effects of hitherto unsurpassed precision to be achieved. Rolic employs this technology to develop methods, materials and products for the LCD industry, as well as for document and brand security and leading-edge developments within the lighting industry. Rolic holds approximately 600 patents and patent applications which serve to generate a large part of the company's turnover. Its work has placed Rolic at the forefront of new standards in the application of optical effects.

## Further information

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