

BrightSide

BrightSide shapes light to make your brand shine.

The Project

We offer a fluorescent particle system which is stable, efficient and creates pure and bright colors (tunable to customer requirements). We also compound the particle system into a matrix, e.g., customer specific polymer. This compound material can be used to create any shape required by e.g. injection molding or 3D printing. After excitation with e.g. UV light, this shape acts as emitter in the product of our customer. Our targeted customer are designers and developers of innovative light based products, e.g., in automobiles and displays.

Our first use-case is an automotive backlight. Today automotive brands require a unique design, including the exterior lights. On the one hand traditional light sources like LEDs always emit light from a plane and often point shaped surface, on the other hand OLEDs give more freedom but are unstable, expensive and less bright. Our solution fulfills all legal requirements like luminescence and is more stable and much cheaper compared to OLED based backlights.

We use our IP protected continuous flow reactor technique for the production of the nanoparticles. The particles architecture is also Fraunhofer knowhow.

The Team

Location: Fraunhofer IAP-CAN, Hamburg

Members: Jan Steffen Niehaus (Team Leader), Öznur Tokmak (Production), [Sören Becker](#) (Account Manager)

The Business Model

Unique Selling Proposition: Bright emitting 3D shapes as light sources

Unfair Advantage: Automated particle production established and IP protected, fully functional prototype for first use case realized.

Revenue Model: Production of customer specific compound material

Venture Readiness Level

VRL Ideation Incubation Traction Growth

Technology Readiness Level

TRL 1 2 3 4 6 7 8 9

The Side Facts

Customer Focus: B2B

Searching For: (Pilot) customers, co-founder, investors, mentors

Industry Tags: automobiles & parts, chemicals, materials, displays, lighting

Technology Tags: 3D printing, customization, nano engineering, new materials