



MEDIA KIT

2025

HEADQUARTERS

OLEDWorks LLC
1645 Lyell Avenue, Suite 140
Rochester, NY 14606

MANUFACTURING FACILITIES

OLEDWorks GmbH
Philipsstraße 8
52068 Aachen Germany



Company Profile

OLEDWorks is a global leader in the development and production of automotive qualified OLED technology. Its Atala product line offers the brightest, most reliable, and longest lasting OLED lighting on the road today.

OLEDWorks is headquartered in Rochester, New York, where world-leading researchers at Eastman Kodak invented the OLED technology we continue to develop today. From a team of nine OLED experts, we've grown into a global leader with over 200 members, including at our prestigious manufacturing facility in Aachen, Germany.

Advanced Technology for Automotive Lighting Applications (Atala)

Atala Overview

Meticulously crafted to meet the needs of designers and engineers, Atala enables unparalleled design freedom with ultra-thin, highly segmented, and rigid or flexible organic light emitting diode (OLED) panels. From the size and shape of segments and panels to dynamic display-like animations and symbology for superior communication, Atala can be customized to match any design vision. Elevate your brand and personalize the human experience with automotive OLED technology that seamlessly blends aesthetics with functionality.

Atala OLED lighting solutions combine American innovation and German engineering to meet and exceed automotive industry standards. Founded in 2010, OLEDWorks is headquartered in Rochester, NY, and has a prestigious manufacturing facility in Aachen, Germany. OLEDWorks' state-of-the-art manufacturing facility is IATF 16949 and ISO 9001, 14001, 45001 certified with full traceability via a factory MES system.



David DeJoy

CO-FOUNDER & CEO

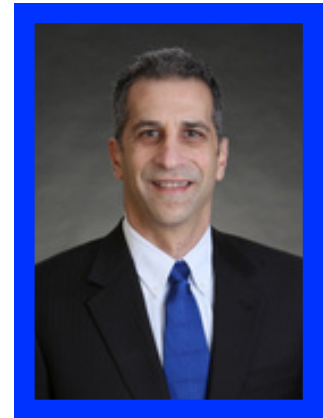
Co-founder and Chairman, David DeJoy, is renowned for his leadership in the early phase and startup of a variety of accounting, telecom, and energy businesses and their products. David heads the development and management of OLEDWorks' diverse partnerships that are integral to building strong customer and supplier collaborations that yield unique, cost-effective OLED lighting solutions.



Michael Boroson, PhD

CO-FOUNDER & CTO

Co-founder and Chief Technology Officer, Dr. Michael Boroson, brings OLED device expertise that bridges research and development with commercialization and manufacturing. As CTO, Dr. Boroson sets technology strategy, defines and demonstrates product architectures, and drives process improvement through technology transfer. He is also the technical liaison for strategic development partnerships in the supply chain.



John Hamer, PhD

CO-FOUNDER & COO

Co-founder and Chief Operating Officer, Dr. John Hamer, is an innovator in process scaling, product commercialization, and OLED manufacturing. His record of launching successful products, ranging from organic chemicals to AM-OLED displays, is a tribute to his expertise in building strategic relationships within and across industries and geographical boundaries. John is a visionary leader who identifies technical solutions that are both exceedingly creative and profoundly pragmatic.



COMPANY LEADERSHIP



David DeJoy
Co-Founder & CEO



**Michael Boroson,
PhD**
Co-Founder & CTO



John Hamer, PhD
Co-Founder & COO



Wolfgang Görden
Senior Vice President
Managing Director



John Rubens
Vice President, Strategy &
Partnerships (Lighting)



**Bernadette
Thompson**
Senior Director, Finance
& Administration



Ivo Rutten
Head of Display Business
Strategy and Partnerships



**Abbey Greenway,
PHR, SHRM-CP**
Senior Director, Human
Resources



***See employee
bios here!***

PRESS RELEASES



2024 Audi Q7 SUV Features Atala OLED Rear Light Panels

October 16, 2024



OLEDWorks Selected as a Finalist for the 2025 PACE Awards Program

August 21, 2024



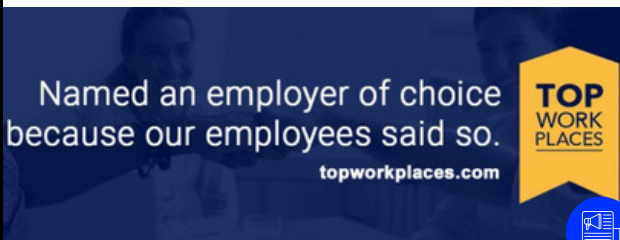
Second-Generation Digital OLED Panels in the New Audi Q6 e-tron Enabled by Atala

July 2, 2024



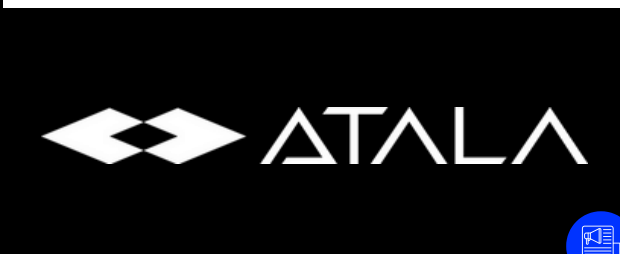
2024 Audi Q8 Features Atala Automotive Lighting by OLEDWorks

April 30, 2024



Rochester D&C Names OLEDWorks a Winner of the Rochester Top Workplaces 2024

April 8, 2024



OLEDWorks Presents Atala, A New Automotive Brand, at CES 2024

January 9, 2024

MEDIA ASSETS

ATALA BRAND KIT

ATALA LOGOS

ATALA CONTENT

MEDIA CONTACT

Siara Campbell

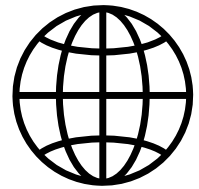
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SOCIAL MEDIA

