Press Release

BeeUP – New Generation of Organic Materials Paves the Way for Sustainable OLED Technologies

EU funds groundbreaking innovation project under the EIC Accelerator Program to scale novel deep-blue OLED emitters based on lanthanide complexes

Dresden, February 2026
With the launch of the EU-funded project **beeUP** beeOLED enters a new phase in the development of sustainable organic materials for OLED applications. The European Innovation Council (EIC), as part of the EIC Accelerator Program, is supporting beeOLED's work on blue-light emission materials that are more energy-efficient, longer-lasting, and more environmentally friendly than existing solutions. Within **beeUP**, beeOLED will scale up its new material technology and prepare it for market readiness.

OLEDs (organic light-emitting diodes) are regarded as a key technology for modern displays. Today, deep-blue emitters in OLED displays are either stable (fluorescent emitters) or efficient (phosphorescent emitters, TADF emitters), but no market-ready technology offers both of these crucial properties at the same time. beeOLED's intra-metallic emission technology has previously demonstrated high stability and high efficiency in other display technologies, but until now could not be applied to OLEDs.

This is exactly where beeOLED comes in: By using innovative metal-organic molecules, resource consumption and energy demand during OLED display operation can be significantly reduced—without compromising brightness or color stability. In addition, the availability of a highly efficient and stable blue emitter substantially simplifies the manufacturing of such displays.

"We are very proud that we were able to convince the European Commission to provide significant support to beeOLED with our concept and our team," says Dr. Jan Blochwitz-Nimoth, CEO of beeOLED. "Our goal is to position our revolutionary and proprietary material approach in the market as quickly as possible."

Funded by the European Innovation Council (EIC), a European Commission funding instrument for breakthrough technologies, **beeUP** receives support for research, development, and market entry under the Accelerator Program in form of project grants (2,5 million EUR) and equity. The project started in October 2025 and has a duration of two years.

About European Innovation Council

The **European Innovation Council is Europe's flagship innovation program** to identify, develop and scale up breakthrough technologies and game changing innovations. The EIC has been established under the EU **Horizon Europe** program. It has a budget of €10.1 billion to support game changing innovations throughout the lifecycle from early-stage research, to proof of concept, technology transfer, and the financing and scale up of start-ups and SMEs.

Only the most innovative companies get selected. The competition is intense and only the best quality proposals get funded.

A unique feature of the **EIC is that it provides funding for individual companies (mainly start-ups and SMEs) through both grants and investments**. The investments take the form of direct equity or quasi-equity investments and are managed by the **EIC Fund**. The companies also receive tailor-made coaching and support in commercialization – like facilitated access to overseas trade fairs.

About beeOLED

beeOLED was founded in 2020 by OLED industry veterans Dr. Carsten Rothe (CTO, formerly Novaled, Idemitsu) and Dr. Volodymyr Senkovskyy (COO, formerly Novaled) with the aim of solving the last major challenge of OLED displays. Under the leadership of serial entrepreneur and Novaled co-founder Jan Blochwitz-Nimoth, the deep-tech startup is developing an efficient and stable deep-blue emitter to improve displays in smartphones, tablets, laptops, televisions, and other display applications. Its technology is based on adapting the elemental emission of atoms for use in today's vacuum-processed OLED displays.

Contact for press inquiries:

Eileen Berger
PR Representative
Phone: +49-351-85070500
Mail: info@beeoled.com

European Innovation Council

Co-funded by the European Union