

Contact:

Peter Hebert
Lux Research, Inc.
646-723-0702
peter.hebert@luxresearchinc.com

LUX RESEARCH FINDS NANOTECH START-UPS “OUT OF SYNC” WITH CUSTOMERS; TOPIC TO BE ADDRESSED AT LUX EXECUTIVE SUMMIT

New York, NY – September 29, 2005 – Lux Research, the world’s leading research and advisory firm for nanotechnology, today announced that it has recently completed confidential discussions with 20 nanotech start-ups and 20 corporate customers to understand the dynamics of pricing and deal making, and found that both sides of the negotiating table are almost completely at odds. The results of these meetings are reviewed in the Lux Research report “Nanotech’s Pricing Stalemate Ends,” and the analysts’ findings, along with strategies for bridging the gap, will be presented exclusively at the upcoming Lux Executive Summit (www.luxexecutivesummit.com), being held at the Charles Hotel in Cambridge, MA on October 24–25, 2005.

The report finds that 70% of start-ups believe they have the upper hand in deal negotiations, while 75% of their customers believe the same thing. The start-ups prefer to license patents; their customers want them to deliver component products. And while the start-ups say that the number one factor determining pricing should be scarcity -- “They can only get it from me!” -- their customers rate product quality and value added as the most important factors.

“The tremendous gap between nanotech vendors and customers emphasizes the need for decision makers on both sides to come to the table with a greater understanding of each other’s needs, and a willingness to discuss the issue openly,” noted Peter Hebert, CEO of Lux Research. “The Lux Executive Summit attracts those power brokers from all sectors in nanotechnology, and the event is designed as a catalyst for the open exchange of ideas, in addition to offering exclusive content and analysis from Lux Research team and other unique speakers who aren’t found at any other nanotechnology event.”

Lux Executive Summit is nanotechnology’s exclusive, high-level event that features content and insight from the peerless network of Lux Research analysts, who will be joined by more than 40 nanotechnology leaders from large corporations, innovative start-ups, forward-thinking investment management firms, and the public sector. Capacity is limited at this premier event, and additional details are available online at <http://www.luxexecutivesummit.com>

About Lux Research:

Lux Research is the world's leading nanotechnology research and advisory firm. We help our clients make better decisions to profit from nanoscale science and technology, tapping into our analysts' unique expertise and unrivaled network. Our clients include top decision makers at large corporations, portfolio managers and analysts at leading financial institutions, CEOs of the most innovative start-ups, and visionary public policy makers. To get connected and for more information, visit www.luxresearchinc.com. For Lux Executive Summit registration and additional event details, please visit www.luxexecutivesummit.com

###