

Hidden Gem Alert!
This Micro-Cap Could Light Up
Portfolios

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MicroCap MarketPlace

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Apologies for even using the phrase "hidden gem." It's easily one of the most abused and overused terms in the investment lexicon, but every once in a while, a small company comes along that really does merit the "hidden gem" designation.

This hidden gem is **Oryon Technologies, Inc. (OTCQB: ORYN)**.

For now, Texas-based Oryon Technologies isn't popping up on a lot of investors' screens and that's OK. After all, gems are no longer hidden after the Wall Street crowd and the latecomers come piling into a stock.

That's when the early, smart investors just sit back and let the Johnny-Come-Latelies throw money at a stock, running the share price higher in the process.

Existing Market Applications and Really Big Markets

Oryon Technologies is a developer and manufacturer of innovative next-generation thin film, flexible, crushable, water resistant and wearable "ELastoLite" lighting technology. On the surface, that may not sound like the most lucrative market to be in. By no means is this company making the next iPhone or next hot social media Web site.

Not being the next **Apple (Nasdaq: AAPL)** or Facebook doesn't matter here because there is a legitimate bull case for Oryon that is growing as we speak.

The company's ELastoLite technology enables thin, flexible, crushable, water-resistant lighting systems to be incorporated into multiple applications such as safety apparel, sporting goods, consumer goods and membrane switches, among others.

Straight from the company's mouth to investors' ears:

*"Within Oryon's target textile markets alone, billions of units are shipped each year. The market includes outerwear, industrial safety, municipal safety, military, athletic apparel, men's, women's and children's clothing, shoes and gear. **These markets generate over \$250 billion annual revenues and are second in size only to the food industry.**"*

What makes Oryon Technologies, at the very least, an interesting investment option at this point is that it has multiple existing markets where its products are truly relevant.

Here's a key point to consider: Many of history's most successful and most disruptive new products and technologies had to either make a small, niche market larger or almost create a new market right out of thin air.

Oryon doesn't have to engage in either of those slow developing scenarios.

Disruptive Indeed

"Disruptive technology," like hidden gem, is another overused Wall Street buzz phrase. It's really

something the so-called experts and talking heads in the mainstream financial press say to grab someone's attention. For every 100 companies out there that someone has said have disruptive technologies, it's probably only true in 20 of those examples. Maybe less.

A long time ago, the light bulb was disruptive technology. Then the automobile. Then color television. Then the semiconductor. Then the mobile phone. Then the smartphone. You see where we're going with this, don't you?

Disruptive technologies are real, legitimate game-changers and Oryon's electroluminescent light (EL) is already proving to be just that.

Oryon has noted that in the past, most EL was printed on a semi-rigid polyester sheet. It would fail if it was creased and it was not very tolerant of moisture. This EL is a foldable, washable, moldable, polyurethane envelope.

The new EL generation can be used on jackets, shoes and other clothing for lighting that is flexible and washable, inside a children's blanket to serve as a night light that feels soft and flexible, on the inside liner of a purse to make it easy to find keys or on an umbrella so you can walk the dog at night in the rain if need be.

Not to mention, Oryon Technologies is the company with the technology behind the keypad light source in over 125 million cell phones. That alone would be a feather in the cap of most small companies, but the case for Oryon starts, not ends, there.

A Hard To Beat Client Roster

All things considered, it would be more than fair to report that for a company the size of Oryon Technologies to be able to say its light source is in over 125 million mobile phones is downright impressive. It is, but as we just said, that deal isn't the end of the Oryon bull case.

Arguably, it's just the beginning of a bull run in this stock.

The company's ELastoLite was used in the blockbuster **Walt Disney (NYSE: DIS)** film "Tron Legacy." That same technology has been used on **Nike (NYSE: NKE)** athletic apparel. Undeniably, that's an impressive duo of clients for a small company and that means the company, in this case Oryon Technologies, has deep-pocketed customers that could help the company go from unknown micro-cap to the next hot small-cap and well beyond.

In addition to Nike and Walt Disney, Oryon said it's working with several Fortune 500 specialty apparel, sporting goods and safety product companies to possibly see its lighting technology used in the production of scores of new, innovative products.

Oryon's Intellectual Property Could Be The Big Value Driver

What's even more impressive than having supplied its technology to Disney and Nike is Oryon's war chest of patents. The company's technologies are protected by over 65 patents issued or pending worldwide. For those not in the know about patents and intellectual property in the technology

universe, they're a big deal.

Earlier this year, **Microsoft (Nasdaq: MSFT)** paid over \$1 billion for several patents belonging to AOL (**NYSE: AOL**). Microsoft proceeded to sell some of those patents to Facebook for \$550 million. **Google (Nasdaq: GOOG)** and **Oracle (Nasdaq: ORCL)** are currently locked in a patent battle that could eventually cost one of the companies a nine- or 10-figure settlement.

Beyond all that good news, Oryon said it's currently in talks with several international brands for future product introductions.

Alone the high-end athletic apparel market could prove to be Oryon's bread and butter going forward. Beyond the relationship with Nike, the company has supplied its products to Adidas, Puma and **Under Armour (NYSE: UA)**.

As the company said, "Oryon's patented technology brings significant benefit to a wide range of product categories and industries. Proper licensing of this technology will ultimately serve to continue further development and market penetration of the ELastoLite technology."

Translation: Expect more big things in the future from Oryon, and its stock.

Buy the Future Right Now

Let's be honest. Most investors, even the most successful ones, have a stock they let pass them by years ago that turned into a ten-bagger, maybe more. Over the past few years, that stock has been Apple. A generation ago, it was **Wal-Mart (NYSE: WMT)** and before that it was **Coca-Cola (NYSE: KO)** and some others. And, these really smart, astute investors think back and ask themselves...why?

What I'm getting at is Oryon Technologies has ten-bagger, epic growth story potential and you don't have to pay up front for that potential. At least, not at the moment.

Working with the likes of Disney, Nike, Lands End, and others that are hinted at, but not officially announced... Oryon Technologies and its stock (ORYN) have all the makings of a Hollywood ending for investors.

Consider this: Oryon is clearly making a product and providing a technology that companies need, but large, cash-rich companies such as Disney, Nike and others may not want to keep paying for ELastoLite year after year.

Rather than do that, they could easily opt to buy Oryon outright. If that were to happen, ten-bagger might be the conservative estimate for what the stock could deliver to savvy investors.

Frankly, it's good news for investors that when we talk about Oryon's shares we're not talking about the traditional hot tech or Internet stock with some typically over-rated, hard-to-access IPO.

You see, Oryon is already publicly traded and despite a recent pop in share price, the valuation is

compelling and Oryon's market cap still hasn't hit the \$40 million area.



Source: Big Charts-MarketWatch

From this day forward, my analysis shows that ORYN holds 10 to 30-fold profit potential, especially if you are among the first shareholders. And since ORYN just recently went public, buying ORYN now, before it finds broad market appeal, could pay the highest rate of return.

The reality is that Oryon's notoriety from the mobile phone deal is probably worth a quarter or more of its current market value. Chances are some of Oryon's patents are worth many times the current market cap. No matter how you slice it, a sum-of-the-parts analysis of Oryon Technologies winds up screaming that this stock is a steal at its recent price and valuation.

For the moment, let's assume a "worst case scenario" and say that Oryon only finds a foothold in the apparel industry. Just as a reminder, that wouldn't be so bad. From the Oryon website:

*“Within the target textile markets, approximately 7 billion units are shipped each year. This includes outerwear, industrial safety, municipal safety, military, athletic apparel, men's, women's and children's clothing, toys, footwear, sports gear and clothing accessories. **These markets generate over \$250 billion annually and are second only in size to the food industry.**”*

By operating in an industry with over \$250 billion in annual revenue, Oryon only needs to capture a microscopic slice of that pie to command a much larger market cap than it currently sports.

Even if Oryon can only capture \$250 million of that \$250 billion, just one tenth of one percent, that would send the stock soaring while still leaving plenty of room for growth.

Another fact that cannot be overlooked regarding Oryon's bull case is the following:

Unlike so many flashy, newly public companies, Oryon makes a real product that is already serving real demand from real, legitimate Fortune 500 customers. There is little competition in this arena and Oryon's 65 patents provide a significant barrier to competition and virtually insure rivals cannot just copy ELastoLite at their leisure.

However...let's just stick with a conservative scenario:

Buy 2,500 shares of Oryon Technologies today, a stake that will cost you significantly less than \$3,500 and your profits on this one could be north of \$20,000 within the next 12-15 months.

Talk about lighting up your portfolio...ORYN just might be the one for you, if you don't let this opportunity "pass you by!"

Mike Casson
Executive Editor
MicroCap MarketPlace

Notice

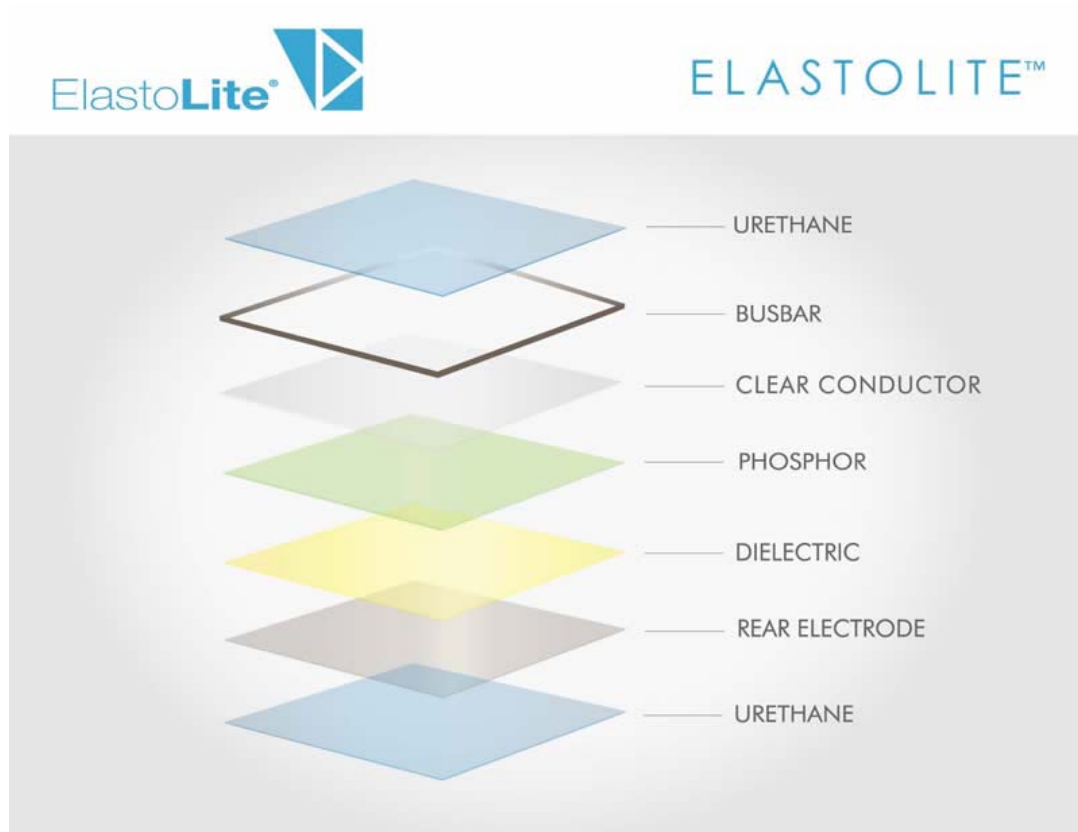
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Appendix

Product Overview



What Is ELastoLite®?

Unlike reflective tapes, an electroluminescent lamp emits light by the direct conversion of electrical energy into light through energized phosphors. Although electroluminescent lamp technology is not new, ELastoLite® broke through restrictive barriers that limited the growth of electroluminescent technology.

ELastoLite® is...

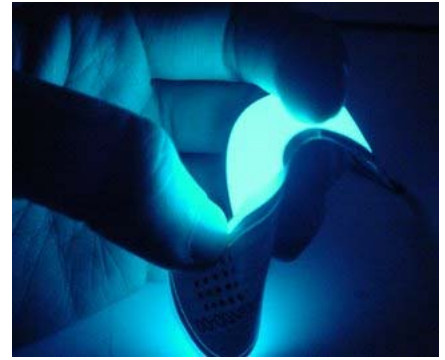
- A breakthrough *Next Generation* electroluminescent lamp
- 3-dimensional, elastomeric, membranous Polymer Thick Film (PTF)
- Printed directly on almost any surface
- A polyurethane ink structure

ELastoLite® features...

- Light is printed only where needed, minimizing wasted material
- Unique pliability of the thin, rubber-like material, allows light to be placed directly under keypads for maximum, uniform brightness with no loss of tactile feel. ELastoLite® has withstood over ten million actuations in previous cell phone industry tests.
- Cool and power efficient, it emits no heat, ELastoLite® consistent lighting can be applied for virtually any purpose where applied illumination can add benefits - such as; displays, keypads, indicators, or simply for

brand identification.

- ELastoLite® can be compression or in-molded onto plastics and other substrates thereby providing light into multiple applications previously unattainable.
- Durability ensures operation in harsh outdoor working environments
- Viewable from long distances, can be used as a standalone lighting source or in conjunction with reflective tapes. Unlike reflective tapes, it can be seen from any angle.
- Can be applied directly to the garment/product as heat transfer, or in conjunction with other materials.
- Is machine washable and dryable, ELastoLite® useful life span virtually exceeds the life span of most garments.
- Is an active light source, unlike reflective tape that requires an external light source to function effectively.
- Offers unprecedented design flexibility with thin, cool, lightweight, pliable, moldable lights that stand up to harsh and active outdoor lifestyles.
- Can be applied to any substrate including (but not limited to) fabrics, mesh, leather and vinyl ,heat transfer or direct print (soon)
- Can be designed in multiple colors in any shape or size
- Can be programmed to be animated, flash in random or specific patterns
- Rechargeable batteries can be designed into the power pack for complete assurance of product performance in outdoor use.



Product Applications

ElastoLite® Advantages

- Thin
- Crushable
- Foldable
- Durable
- Cost Effective
- Washable
- Moldable
- Uniform Lighting
- Zero Heat
- Tactile Feedback
- Selective Printing

Water Resistant:

- All weather
- Machine washable
- Machine Dryable

Cost Effective:

- Light printed only where needed
- Can print on any substrate
- Eliminates Light assembly
- No wasted materials

Elastomeric:

- Tactile Feedback
- No damage from repeat usage (eg: as a switch)
- Flexes with fabrics

Durable:

- Will not break if bent
- 10,000,000 actuations
- Zero Heat
- Moldable

Apparel and Textiles

- Lamp is soft and flexible, allowing it to bend and move with the wearer
- Machine washable and dryable (passed rigorous test washes by major brand retailers)
- Can be printed into any shape, with full color graphics, logos or script
- Light can be programmed to animated, solid, flashing or any combination of both
- The ELastoLite® system, is designed for easy integration into the garment or product assembly
- Lamps can be applied directly on to the fabric during the manufacturing process

Examples:

- Outdoor extreme jacket for Marmot Mountain Ltd.
- Hat for arena football team
- Bike and running wear for major sports apparel company

Membrane Switches

- Light is printed only where needed, minimizing wasted material
- Unique pliability of the thin, rubber like material, allows light to be placed directly under keypads for maximum, uniform brightness with no loss of tactile feel. ELastoLite® has withstood over ten million actuations in previous cell phone industry tests.
- Cool and power efficient, it emits no heat, ELastoLite® consistent lighting can be applied for displays,

keypads on cases as ring or alarm indicators, and for brand identification.

- ELastoLite® can be compression or in-molded onto plastics and other substrates thereby providing light into multiple applications previously unattainable

Safety Lighting

- Durability ensures operation in harsh outdoor working environments
- Viewable from long distances, can be used as a standalone lighting source or in conjunction with reflective tapes. Unlike reflective tapes, it can be seen from any angle.
- Can be applied directly to the garment/product as heat transfer, or in conjunction with other materials.
- Is machine washable and dryable, ELastoLite® useful life span virtually exceeds the life span of most garments.
- Is an active light source, unlike reflective tape that requires an external light source to function effectively.
- Can be engineered as a low cost disposable system or for Higher Quality Weather Resistant applications.

Examples:

- Jacket for first responders, EMT, police, etc...
- Safety vests, personal or team identification.

Gear and Equipment

- Offers unprecedented design flexibility with thin, cool, lightweight, pliable, moldable lights that stand up to harsh and active outdoor lifestyles.
- Can be applied to any substrate including (but not limited to) fabrics, mesh, leather and vinyl, heat transfer or direct print (soon)
- Can be designed in multiple colors in any shape or size
- Can be programmed to be animated, flash in random or specific patterns
- Rechargeable batteries can be designed into the power pack for complete assurance of product performance in outdoor use.

Examples:

- Lighted cell phone keypads including Motorola RAZR phone through Rogers Corporation
- Lighted keypad for medical device
- Keypads for home appliances
- Keypads for automotive applications

The unique advantages of ELastoLite® provide industrial designers with the flexibility to use EL in ways not possible up until now. ELastoLite® can be placed directly under electronic device keypads to backlight keypad legends while maintaining the tactile feel or “bounce back.” ELastoLite® can be applied to case exteriors of electronic equipment for decorative or alerting purposes. ELastoLite® is ideally suited for use on safety apparel, clothing, hats and other novelties because its elastomeric nature allows it to bend and twist into almost any shape.

ELastoLite® can be more cost effective because sputtering an ITO layer on a conventional EL lamp is more costly than a screen printing process. In addition, a conventional EL lamp requires coating the entire surface of a

sheet of polyester with the clear conductive layer, or sputtered ITO. In the case of ELastoLite®, however, the clear conductive layer is printed only where the active EL area is located. Therefore, ELastoLite® uses less clear conductive material in the overall lamp and uses a more cost effective process to deposit the clear conductive than a conventional EL lamp uses. This processing advantage may lead to lower manufacturing costs.

Future Markets & Growth

ELastoLite® enables thin, flexible, crushable, water resistant lighting systems to be incorporated into many new and far-reaching product applications across multiple markets that would not be feasible or, in some cases, even possible with current lighting technology.

Oryon achieved market validation in the apparel, textile and ‘sports gear’ arena through test marketing of ELastoLite® in over 100,000 apparel and gear items sold by Marmot Mountain and Lands’ End; plus efforts with the innovation team of a leading Fortune 500 sports apparel brand; with notable costume effects for the Disney film “Tron Legacy” (released December 2010) and through a relationship with a Fortune 100 Occupational Safety Products licensee.

Due to the immense size and divergent requirements of the multiple industries Oryon can target, and in order to optimize resources, the Company will focus and initially limit the applications and industries in which it can make the most immediate and greatest impact and which present both high level volume and profit potential. These markets are identified as the apparel, textiles, footwear and subsequently membrane switch markets.

Within the target textile markets, approximately 7 billion units are shipped each year. This includes outerwear, industrial safety, municipal safety, military, athletic apparel, men’s, women’s and children’s clothing, toys, footwear, sports gear and clothing accessories. These markets generate over \$250 billion annually and are second only in size to the food industry.

Initial focus

- Apparel
- Toys
- Safety / Enhanced visibility
- Gear
- Outdoor equipment
- Membrane switches
- Point of sale

Future

- In-Molded Products
 - Cell Phone and all other cases
 - Keypads
- Automotive
 - Decorative
 - Dashboard and Controls
- Costumes
- Point of Sale
- Decorative Floorings
- Gauges

- Lit Bicycles & Motor Bikes
- Carpet Runners
- Household Appliances
 - Microwaves
 - Air Conditioning Units, etc.
- Security Systems
- Science Kits
- Outdoor Advertising & Displays
- Military
- Multiple Miscellaneous Applications

Upon acceptance in our initial focus markets, Oryon plans to expand into in-molded products, membrane switches, point-of-sale, automotive and military sectors. The Company will seek industry partners to either co-develop or license ELastoLite® technology in promising new high technology fields that require extended developmental time horizons. Such fields include biometric fingerprint sensors in which Oryon holds two promising patents, high speed roll-to-roll printing that will allow Oryon to offer cost effective solutions for floor lighting, greeting cards, printed flexible batteries and solar cells. These new technological developments could provide many outstanding future growth opportunities for Oryon.