



THE POWER OF DOW INSIDE HELPS PROVIDE RELIABLE TRANSMISSION.

From London to Your Living Room

More than four billion people around the world are expected to tune in for the London 2012 Opening and Closing Ceremonies. With just a simple push of the "on" button, people from all corners of the world will be able to see the action, entertainment and excitement unfold.

Every two years, we look forward to watching our countries and favorite athletes pursue their dreams of gold medals, and this year, technology from Dow Electrical & Telecommunications

(Dow E&T) is helping make sure you can catch the coverage right from your living room couch.

While telecommunication (defined as the transmission of information over significant distance) uses a lot of wires and cables to work, it's actually the science inside those wires and cables that facilitates the successful transmission of programming like the London 2012 Olympic Games. Telecommunication works when signals are transmitted through copper conductors or glass fiber inside the cables. To work properly, these conductors require durable,

efficient and long-lasting insulation and jacketing materials to ensure uninterrupted signals. You certainly wouldn't want to be watching the 100-meter dash only to have your signal cut out just as two sprinters were about to cross the finish line neck and neck!

Materials from Dow E&T are used in wires and cables throughout the London 2012 Olympic Park to protect the cables from damage during the Olympic Games. These materials from Dow E&T also will help enable reliable and efficient transmission and distribution of signals. By offering an optimum balance of high efficiency, durability and reliability, solutions from Dow E&T enable lower life-cycle costs per data bit transmitted — while simultaneously providing viewers with a high-quality, uninterrupted picture.

So when you pick up your remote to tune into the London 2012 Olympic Games, channel surf confidently knowing solutions from Dow E&T are helping make sure you catch the action — even if you never leave your living room couch!

Visit: www.dow.com/electrical



A Lasting Impact in London

Long after the crowds have cleared out following the London 2012 Closing Ceremonies, wire and cable solutions from Dow E&T will make a lasting impact. For starters, the electrical performance of insulating materials from Dow E&T results in more efficient communications — helping reduce power consumption over the long term.

In addition, the damage-resistant technology from Dow E&T allows the wires and cables to be easily reused and recycled. So after the Olympic Games wrap up, a significant percentage of wires and cables no longer needed in London's Olympic Park can be collected, retested and reused elsewhere. One post-Olympic Games option being explored by Dow and Michigan State University is the Tanzania Beyond Tomorrow project. This project aims to provide the opportunity to recycle the broadcast cables to help connect remote schools in Tanzania to the global communications infrastructure — helping foster education in the region.



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