

Press Release

Kyocera Fineceramics GmbH

New transfective displays go into series production

Kyoto/Neuss, 14 July 2008 – Kyocera is soon to offer two 5.7" LC-Displays that feature transfective technology. These displays proportionally reflect most of the ambient light, using it as a light source. This saves energy and makes possible industrial use of the displays in direct sunlight. The brilliant colours and outstanding contrast usual for Kyocera LCDs make these two screens truly stand out.

1. V-series transfective type

The LC-Display augments Kyocera's Series V Industrial LCDs. Their symmetrical design and mechanical compatibility allow the customer to use products within the series interchangeably. They also offer long life LEDs and – thanks to the DC-DC converter integrated in the reverse circuit board – only require one power source. Users can choose between currents of 3.3 V or 5.0 V.

The 5.7" V-series transfective type features brightness of 150 cd/m² (VGA). A high contrast ratio of 150:1 as well as a wide view angle of 160° (H) and 125° (W) ensures images of excellent quality. With dimensions of 144 (B), 104.8 (H) and 13 (T) millimeters it weighs 220 g.

2. Slim transfective type

With a depth of 8.85 millimeters, the slim transfective type (width

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135 mm, height 104.8 mm) is particularly thin and light: 160 g. It has a wide viewing angle of 160° (H) and 125° (W), and the contrast ratio of 200:1 means outstanding image quality. A ccc-board is already included.

Both products are available with a conventional touch panel or Kyocera's new glass touch panel technology. As a result, their suitability for use in mobile devices – for example, in production, measurement technology or medicine – is outstanding.

Sustainable Production

Sustainable environmental protection is a defining goal at Kyocera. The company is actively engaged in the development of environmentally-friendly products and working to reduce the use of environmentally degrading materials and processes in industry. Kyocera complies with the EU's RoHS Directive and offers a wide range of reduced-mercury LED's and lead-free circuit boards. The respective components will also be built into the new transfective displays.

About Kyocera:

Headquartered in Kyoto, Japan, the Kyocera Corporation is one of the world's leading manufacturers of fine ceramic components for the technology industry. The strategically important divisions in the Kyocera Group, which comprises 189 subsidiaries, are information and communications technologies, products to increase the quality of life, and environmentally friendly products. The technology group is also one of the largest producers of solar energy systems worldwide.

With a workforce of 66,496 employees, Kyocera posted net sales of approximately €8.16 billion in fiscal year 2008. The products marketed by the company in Europe include laser printers, digital copying systems, microelectronic components, finceramic products and complete solar systems. The corporation has two independent companies in the Federal Republic of Germany: the Kyocera Mita Deutschland GmbH in Meerbusch and the Kyocera Finceramics GmbH in Neuss and Esslingen.

The company also takes a lively interest in cultural affairs. The Kyoto Prize, one of the most prominent international awards, is presented each year by the Inamori Foundation, once established by Kyocera founder Dr. Kazuo Inamori, to individuals and groups worldwide for their outstanding human achievement (€300,000 prize amounts).

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