

Press Release

www.kyocera.com

Kyocera develops thermal printhead with 4,800 dpi resolution

Kyoto/Neuss, 13 February – With its latest development, Kyocera, one of the world's largest manufacturers of thermal printheads, has achieved resolution of 4,800 dpi (dots per inch). In metric terms, that corresponds to 188.9 dpm (dots per millimetre). Due to this technical breakthrough, the Japanese corporation expects a major broadening of the application of thermal printing.

With its new thermal printhead, Kyocera is forging ahead into new dimensions. Prodigious resolution of 4,800 dpi makes it possible to print 7.8 characters per millimetre. This extreme resolution level enables enormous volumes of data to be saved using 2D (two dimensional) codes. Even data-intensive video files can be encrypted in the form of QR or 2D matrix codes that a mobile telephone camera can read and then play back with the required software. The possibility of printing high-resolution characters that can no longer be read with the naked eye also makes the new thermal printhead interesting for security applications.

Until now, only thermal printheads that had a maximum resolution of 1,200 dpi were available on the market. Kyocera has surpassed this figure by three times and as a result, opened the door to new applications for industry. Since 1986, Kyocera has been developing and producing thermal printheads featuring state-of-the-art technologies. The firm is always striving to assert its market leadership by continually working on innovations. The fastest of printing speeds combined with superior legibility are performance

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hallmarks of Kyocera thermal printing.

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, fineceramic 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 Fineceramics 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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