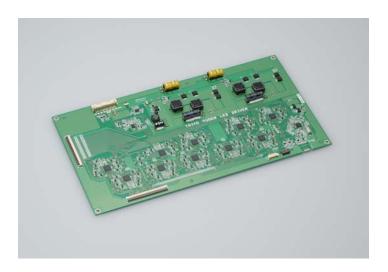


For immediate release

Taiyo Yuden Announces the Commercial Release of a Backlight Driver Module for Use in LED TVs

Compatible with a Variety of Functions Including 3D-Image Mode and Local Dimming



TOKYO, September 15, 2010 — TAIYO YUDEN CO., LTD. today announced details of the development and commercial release of LED (light emitting diode) backlight driver module technology that regulates the LED backlights increasingly found in LCD TVs. Taiyo Yuden's LED backlight driver module can be used in a variety of LED backlight-equipped LCD TVs ranging from 32 inches to over 60 inches. In addition to its compatibility with a variety of functions including 3D-image mode and local dimming, this module successfully accommodates the specifications of customers including both LED edge-lit and full-array methods.

This LED backlight driver module is being manufactured by KOREA TAIYO YUDEN CO., LTD. (Masan Hoewon-gu, Changwon-City, Gyeongsangnam-do) at an output pace of 300,000 units per month.

Technology Background

Backlights are essential as a source of illumination for LCDs which do not in themselves emit light. While LCD TVs have conventionally applied CCFL (cold cathode fluorescent lamp) backlights, the use in various models of LED backlights that facilitate 3D-image display while enhancing slimness, brightness, local dimming and low power consumptions is steadily increasing. Critical to these LED backlights is a driver module that enables LED lighting to be finely regulated providing a 240Hz refresh rate (four times faster than the average) for crisp 3D images as well as local dimming.

Drawing on its sophisticated module design, manufacturing and control technologies, Taiyo Yuden has developed an LED driver module. Based on its relationships with LCD TV manufacturers, the Company developed a highly efficient LED backlight driver module that works in close tandem with image processing circuits and accommodates the varied dimming technologies integral to LED-backlit LCD TVs.

Looking ahead, Taiyo Yuden will continue to accurately grasp the needs of the LCD TV market and provide best-fit solutions that match customers' specifications.

This product will be exhibited at the Taiyo Yuden booth during CEATEC JAPAN 2010 to be held at Makuhari Messe (Mihama-ku, Chiba-City, Chiba Prefecture) from October 5 to October 9, 2010.

LED backlight driver module example specifications (46-inch, 144-area, active control)

Input voltage [V]	Input current [A]	Input power [W]	Size [mm]
21.6-26.4	4.5-6.5	132 (typ.)	177x320x10