

**Lumiotec to Market Two OLED Luminaires  
-- World First in Mass-produced Models --**



Yamagata, Japan, July 27, 2011 – Lumiotec Inc. (President: Hisao Shigenaga) will start marketing two models of luminaire using its OLED\*1 panels, on September 1. This event marks the world's first commercial sale of lighting instruments using mass-produced OLEDs. Lumiotec is currently looking to establish a wide marketing network intending to vend its products not only in Japan but also in many other countries, mainly European.

The two models to be launched are "HANGER" (trade name), a portable model of luminaire available in eight color variations, and "VANITY" (trade name), a fashionable lamp for desktop use available in white. Both models have a dimming function and are tastefully designed to create an air of affluent living. The prices for these two models, including a controller unit and AC/DC adapter, are 35,000 and 55,000 Japanese yen. Lumiotec is targeting respective sales of 3,000 and 1,000 units in the first year.

In order to expand these sales, Lumiotec is commencing activities to secure marketing footholds in Japan and other countries, leveraging the networks of its parent companies\*2. In parallel with this initiative, Lumiotec is forming marketing alliances with Triumph Design and Consulting Co., Ltd., an Italian company which has already given design support, and other companies. Moreover, Lumiotec enriched its website, updating it in three additional languages – Italian, French and Spanish – and increased its sales staff in order to improve marketing activities, primarily for the European market. By enhancing its network Lumiotec intends to boost also the sales of the OLED lighting panels, that the company began shipping in January 2011.

In April 2011 Lumiotec participated in Salone Internazionale del Mobile, one of the world's largest international furniture fairs, which took place in Milan, Italy. At the fair, the company presented several products and garnered acclaim for its innovatively designed spaces using OLED lighting panels. In particular, great interest and many requests were expressed for prompt commercialization of "HANGER" and "VANITY." Prior to their launch in September, starting August 1, the two models will be exhibited at M's Square: the showroom of Mitsubishi Heavy Industries, Ltd. (MHI), located on the second floor of their head office building in Tokyo\*3. Visitors to M's Square will be able to see and experience at first hand these next-generation luminaires.

Lumiotec was jointly established in May 2008 as the world's first company exclusively dedicated to OLED lighting panels, with the task of assessing the panels' commercial viability. The companies that invested in Lumiotec include MHI, ROHM Co., Ltd., Toppan Printing Co., Ltd. and Mitsui & Co., Ltd.

Following the development of a new device structure that enables simultaneous achievement of high luminance and long lifetime – two features that in the past were considered performance trade-offs – Lumiotec established a mass-production line of OLED panels for lighting applications at its facility in Yonezawa City, Yamagata Prefecture. Thanks to this high-speed, large-scale production system (in-line deposition equipment with linear evaporation source for large substrates) the material utilization efficiency has been significantly enhanced. The company began shipments of its mass-produced OLED lighting panels in January.

OLEDs are the next-generation human-friendly form of lighting with extraordinary features:

- Lightweight
- Thin
- Surface-emitting
- Uniform soft light
- Free of ultraviolet rays
- Free of harmful substances such as mercury
- Help reduce CO<sub>2</sub> emissions through energy savings.

With the launch of these two design products as a springboard, Lumiotec aims to bring forward the establishment of a new full-fledged mass-production structure and a worldwide marketing sales network.

### Notes:

1. Organic Light-Emitting Diode
2. Parent companies of Lumiotec include Mitsubishi Heavy Industries, Ltd., ROHM Co., Ltd., Toppan Printing Co., Ltd. and Mitsui & Co., Ltd.
3. Closed August 11-22 for summer holiday.

###

### Major Specifications of “HANGER” and “VANITY”

		HANGER	VANITY
Size	mm	152 x 267 x 3	156 x 100 x 222
OLED panel	mm	145 x 145 x 2.3	145 x 145 x 2.3
Weight	g	190	500 (built-in dimmer switch)
Colors		Red, white, yellow, blue, yellow-green, pink, purple, silver	White
Correlated color temperature	K	4,900	4,900
Maximum luminance	cd/m <sup>2</sup>	2,700	2,700
Rated current	A	0.9	0.9
Rated voltage	V	10.5	10.5
Energy consumption	W	9.5	9.5
Accessories		Dimmer switch, AC/DC adapter	AC/DC adapter

###

### CONTACT:

Lumiotec Inc., Tokyo Office

Tel: +81-3-5418-6035, email: lumiotec\_info@lumiotec.com