

## Lumiotech OLED "HANGER" Wins Red Dot Design Award



reddot design award  
winner 2012

Yamagata, Japan, March 15, 2012 – "HANGER," the OLED luminaire produced and marketed by Japanese Lumiotech Inc., company specialized in organic light-emitting diode (OLED) lighting panels, has won the 2012 red dot design award, one of the world's most prestigious awards in the design industry. Since its launch by Lumiotech last September, HANGER has been earning wide acclaim for its innovative blend of cutting-edge technology and functional beauty.

Design Zentrum Nordrhein Westfalen has been conferring its famous awards for excellent international product design annually since 1955. The red dot design award competition is one of the world's three largest in the design field\*. The products entered, all merchandized within the previous two years, are evaluated by a jury according to nine criteria, including degree of innovation, functionality, durability, ergonomics and ecological compatibility.

The award-winning HANGER – along with the lamp "VANITY" which was marketed by Lumiotech at the same time – is the world's first lighting instrument using mass-produced OLED panels and was designed by Milan-based Naohiko Mitsui, president of Triumph Design and Consulting Co., Ltd. Only 3 mm thick and lightweight, HANGER is ideal for creating new lifestyles that employ lighting in more convenient and attractive ways. The design focuses on achieving a functional but trendy design for a light that can be used quickly wherever needed. OLEDs generate almost no heat and their light is soft, not glaring and completely free from UV rays, gentle on the skin and pleasant for the eyes.

Lumiotech was jointly established by Mitsubishi Heavy Industries, Ltd., ROHM Co., Ltd., Toppan Printing Co., Ltd. and Mitsui & Co. in May 2008 as the world's first company exclusively dedicated to OLED lighting panels. Initially aiming to assess the panels' commercial viability, following important developments 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 – Lumiotech could establish a mass-production line at its facility in Yonezawa City, Yamagata Prefecture. Lumiotech is the world first company shipping mass-produced OLED panels for lighting applications since January 2011.

Encouraged and spurred by its winning of the red dot design award, going forward Lumiotech will further strengthen development and production activities for its OLED products to add comfort and pleasure to all living environments with this new human-friendly lighting source.

\* Note: The other two are the iF Design Awards and the International Design Excellence Awards (IEDA).

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