

Lumiotech OLED success in Milan and Frankfurt



Pic1 : Milano Salone Line Light Fall

MILAN

Lumiotech Inc. (President Hiseo Shigenaga, Head Office: Yonezawa City, Yamagata Prefecture) is exhibiting for the second consecutive year in "Salone del Mobile di Milano", the world largest furniture fair that takes place in Milan, Italy, 17th -23rd April 2012.

Thanks to last year successful exhibition and this year's valuable project, Lumiotech could achieve to expose in the renowned "Super Studio Piu" area, the most exclusive space in the "Fuorisalone" fair, where only few of the best design projects are allowed through a tough selection.

Lumiotech recently won the world acclaimed "Red Dot Design Award" collaborating with the designer Naohiko Mitsui (Triumph Design and Consulting Co., Ltd) and, under his direction, created this year's astonishing installation using more than 300 OLED lighting panels. The booth, illuminated exclusively with OLEDs, immediately received high evaluation by the organizers and an impressive attention by local and international media due to its breathtaking sensation of a vertiginous expansion in an infinite crevasse of luminous lines.

Furthermore, Lumiotech OLED have been used by the talented designer Alessandro Marelli (www.alessandromarelli.it) for his extremely thin ethereal lamp: LANX, exhibited in the BASEMENT project of "Super Studio Piu"

FRANKFURT

Lumiotech OLED lighting panels have been adopted by various European lighting manufacturers in their exhibitions at the most important lighting fair in the world: "Light and Building" Frankfurt, Germany, 15th - 20th April 2012.

The Austrian company Tridonic has been using Lumiotech panels for its new OLED module LUREON REM (<http://www.tridonic.com/com/en/9037.asp>) while the Italian Linealight exhibited two types of lighting fixtures: a desk lamp and an outdoor luminaire. Several other companies have also been exhibiting lighting equipments with Lumiotech OLEDs at the German fair.

With the success at Milan and Frankfurt and the growing attention of media and important companies, Lumiotech is strengthening its domestic and overseas position in the market preparing for greater sales of OLED lighting panels.

Lumiotech Inc., venture of Mitsubishi Heavy Industries ROHM Co., Ltd., Toppan Printing Co., Ltd. and Mitsui & Co., Ltd., is the world's first company entirely specialized in the development, production and sale of OLED lighting panels, and the first mass-producing them since January 2011. In March 2012 Lumiotech won the world acclaimed Red Dot Design Award with the lamp "Hanger", launched in September 2011.

OLED lighting panels are considered the human-friendly energy-saving lighting source of the future that will lead to a complete new way of designing light.

They are flat, ultra-thin, light-weight and totally mercury free electroluminescent lighting panels that, without releasing heat and emissions of UV or infrared rays, generate a non glaring light, gentle for the skin and pleasant to the eyes.

OLEDs for their many features are being used for luminaires, for integrations in furniture, kitchens, architectural structures, partitions, shelves, walls, floors, showcases in museum and shops; in the precision industry as backlight and soon in transports as aircrafts, ships and cars.

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Pic2 : Milano Salone Booth

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