

## NEWS RELEASE

**Lumiotec OLEDs Light up Italian TV Studio  
-- Already Filming and Broadcasting --**

Jo Squillo (left) conducting an interview

Yamagata, Japan, December 19, 2012 – OLED lighting panels manufactured and marketed by Lumiotec Inc. have been adopted by Class TV MODA, an Italian TV Channel of the broadcasting company Class Editori, for lighting one of its studios in Milan. The event marks the world's first real employment of OLED panels in an actual TV recording studio. Broadcast filmed in the new OLED installation has already started and gone on air in TV and internet.

To celebrate its renovated Milan studio, on December 18 Class TV MODA invited a large number of celebrities and media representatives for showing its brand new state-of-the-art lighting installation.

Class TV MODA is entirely directed by Jo Squillo, a famous TV personality who has been active at first in the Italian music scene and then in the television industry since the 1980s. The channel focuses on new trends, especially from the fashion world and it has a large audience reaching more than 40 countries.

Class TV MODA adopted Lumiotec's "Line Light Fall" installation, designed by Naohiko Mitsui (Triumph Design and Consulting Co., Ltd), that was displayed by Lumiotec in Milan during this year's edition of Salone Internazionale del Mobile, one of the world's largest international design fairs. The work incorporates 200 OLED panels arranged to create a cascade of light within a narrow mirrored space which gives, though, an amazing vertiginous sense of expansion. When Jo Squillo first saw Line Light Fall at the Milan fair she has been impressed by its bold new design as well as stunned by the modest amount of heat generated by OLEDs, and the lighting's wonderful reproduction of skin tones. She approached Lumiotec requesting to acquire the unit and, following just minor changes in the dimensions, the installation was completely reconstructed, in exactly all its parts, inside Class TV MODA. The newly equipped studio now serves as a base for collaboration between Lumiotec, which is actively developing next-generation lighting, and Class TV MODA, which constantly seeks to lead the world in reporting the latest trends.

OLED lighting panels offer a number of significant advantages over conventional light sources such as incandescent bulbs and fluorescent tubes. These include their surface-emitting property, enabling an ultra-thin and lightweight configuration; their ability to reproduce a uniform soft light completely free from UV rays and harmful substances such as mercury and their energy saving properties which will help reducing (CO<sub>2</sub>) emissions. For these and other reasons, OLED lighting panels are widely expected to become the next generation of light sources.

Advantages to be derived from introducing OLED lighting panels in the TV studio include:

- Reduction in physical burden on persons being filmed and less photographic equipment required, owing to absence of ultraviolet rays and generation of minimal heat
- Outstanding color reproducibility, enabling faithful reproduction and vivid expression of persons and objects being filmed
- Simplification of studio setups thanks to the panels' thin and lightweight construction
- Easy realization of surface light sources necessary for filming
- Selection of required intensity of illumination, owing to light dimming control function

###

---

**Lumiotec**

**Class  
Moda**

Lumiotec Inc.  
Class TV MODA

**NEWS RELEASE**

**LUMIOTEC**

Jointly founded by Mitsubishi Heavy Industries, Ltd. (MHI), ROHM Co., Ltd., Toppan Printing Co., Ltd., et al. in May 2008, Lumiotec Inc. is the world's first company dedicated to OLED lighting panels. Following the development of a new device structure simultaneously achieving outstanding luminance and long lifetime – features long considered this technology trades off- a mass production line was built in Yonezawa City, Yamagata Prefecture. In January 2011 Lumiotec became the first company in the world to manufacture and launch shipments of OLED mass produced panels for lighting applications.

Website: [www.lumiotec.com](http://www.lumiotec.com)

**CLASS TV MODA**

Class TV MODA is an Italian TV broadcasting channel directed by Jo Squillo. Visible in more than 40 countries the channel focuses on world's new trends, fashion and luxury, following international events, shows and leaders of fashion and design.

Website: <http://www.tvmoda.it>

**CONTACT:**

Lumiotec Inc., Tokyo Office

Tel: +81-3-5418-6035, email: [lumiotec\\_info@lumiotec.com](mailto:lumiotec_info@lumiotec.com)

以上