Lumiotec

Lumiotec Inc.
AMKK (Azuma Makoto Kajyu Kenkyusho)

NEWS RELEASE

Lumiotec Delivers OLED Panels with Exceptional Color Rendering To Illuminate Flower Art

Yamagata, Japan, February 12, 2013 – Lumiotec Inc. has delivered organic light-emitting diode (OLED) lighting panels (P06 Series) featuring the world' s highest level of color rendering for use in lighting equipment specially dedicated to illuminating flower art. The client is Tokyo-based AMKK (Azuma Makoto Kajyu Kenkyusho). The event marks the first time in the world that OLED panels have been adopted in the field of flower art*.

AMKK is a creative group centering on globally acclaimed flower artist Azuma Makoto and botanical photographer Shiinoki that engages in art activities on botanical themes. Until now, using standard lighting equipment AMKK has experienced difficulties in achieving true-to-life color reproduction of flowers and in preventing flowers from deteriorating during photo shoots. These problems have now been eliminated through the adoption of the P06 Series of OLED panels manufactured and marketed by Lumiotec.

Because the P06 Series gives off neither ultraviolet nor infrared rays and generates an extremely low level of heat (less than 8℃), flowers are not adversely affected even when illuminated from a close distance. The panels' superior color rendering, among the best available in the world, also enables precise reproduction of the colors of flowers. AMKK opted for the P06 Series OLED panels in recognition of these outstanding properties, as well as for their extremely thin and lightweight construction, ease of installation and minimal space requirements, and the ability to change the illumination position easily owing to the simplified lighting fixture itself.

A total of 15 Lumiotec P06 Series OLED panels have been placed into service at AMKK, each panel 145mm square in size, arranged into three rows of five each in a two-dimensional configuration. The ability to adjust light intensity, combined with the capacity to change the lighting position using the position changer mechanism, enables expression of even the most subtle color variations. The lighting equipment and position changer mechanism are manufactured by Rest Co., Ltd. based in Moriya City, Ibaraki Prefecture.

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, ability to reproduce soft light uniformly and without ultraviolet rays, the absence of harmful substances such as mercury, and their anticipated effectiveness in reducing carbon dioxide (CO_2) emissions as a result of their improved energy efficiency. For these reasons, OLED lighting panels are widely expected to become the next generation in light sources.

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Advantages to be derived from introducing OLED lighting panels for illuminating flowers include:

- They do not cause damage to flowers because they do not give off ultraviolet or infrared rays and they generate less than 8℃ of heat.
- They deliver outstanding color reproductivity, enabling vivid expression of the colors of flowers.
- They realize uniform soft light owing to their surface-emitting property, thereby bringing out the true-to-life colors and properties of flowers.
- Their thin and lightweight construction enables simplification of lighting equipment.
- They readily realize the surface light sources necessary for photography.
- Their intensity adjustment function enables expression of the subtle differences in flower nuances.

* Based on Lumiotec data

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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 panels for use in lighting. Following the development of a device structure simultaneously achieving outstanding luminance and long service life – features long considered impossible to accomplish together – and the realization of a large-scale linear evaporation source type in-line deposition device, 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 panels for lighting applications.

Website: www.lumiotec.com

AMKK

AMKK is a creative group led by flower artist Azuma Makoto that experiments in the artistic expression of flowers and plants. Based in the Minami-Aoyama district of Tokyo, AMKK undertakes a broad array of activities all having to do with the botanical world. By artistically expressing the beauty unique to flowers and plants, AMKK is dedicated to enhancing the inherent value of their existence.

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