

Press information

Kyocera to display at electronica 2012

## **“New Feelings”: Kyocera introduces brand new touch panel**

**Kyoto / Neuss, 24 September 2012 – Kyocera Fineceramics GmbH and Kyocera Display GmbH "KYD" (formerly Optrex) are exhibiting the latest developments in the touch panel and display industry for automotive, medical and industrial applications at electronica 2012. Kyocera’s New Feelings touch panel is making its European debut at the world’s leading trade show for electronics from 13 to 16 November in Munich (Hall A3, Stand 240).**

The innovative New Feelings touch panel is unique as it gives users the sensation of actually pushing buttons. Trade show visitors can experience the new Kyocera “feel“ on both 7” and 10.4” displays.

### **Super Wide View is a real eye-opener**

Further highlights at the Kyocera stand include Super Wide View LCDs in 7”, 8.4”, 10.4” and 12.1” sizes. They are easy to read even from an extremely wide viewing angle, have excellent colour stability and eliminate grey inversion. The same technology in a high brightness version for outdoor applications will also be on display.

Another brand new product in the portfolio is the Kyocera SVGA 12.1” LCD. It has a horizontal viewing angle of 170 degrees and a vertical viewing angle of 170 degrees. This new product also delivers excellent power efficiency as it incorporates state-of-the-art LED chips and light guides to reduce background illumination energy consumption and extend the product lifespan to up to 70,000

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hours. The 278 x 207.5 x 9.5 mm display can also be operated in extreme temperatures ranging from -20 to +70 degrees Celsius.

### **Kyocera Display integrated in BMW motorbike**

The Kyocera product portfolio doesn't just include innovative wide view products, but also versatile and attractive products with small display diagonals. A wide range of landscape and portrait displays from 3" to 6.5" can be tested out at the company's stand.

The most attention-grabbing display on show at the stand will be integrated in a BMW motorbike.

**For more information about Kyocera:** [www.kyocera.eu](http://www.kyocera.eu)

#### **About Kyocera Display GmbH "KYD"**

Kyocera Corporation recently incorporated specialist liquid crystal display (LCD) manufacturer Optrex, making it a wholly owned subsidiary on 1 February 2012. Kyocera Display GmbH is helping the Kyocera Group to consolidate and expand its LCD and touchscreen business, particularly in the automotive and touch panel sectors.

#### **About Kyocera**

Headquartered in Kyoto, Japan, Kyocera Corporation is one of the world's leading manufacturers of fine ceramic components for the technology industry. The strategically important divisions in the Kyocera Group, which is comprised of 235 subsidiaries (as of April 1, 2012), are information and communications technologies, products which increase quality of life, and environmentally friendly products. The technology group is also one of the largest producers of solar energy systems worldwide, with more than 3 gigawatts of solar power having been installed around the world to date.

With a global workforce of about 71,000 employees, Kyocera posted net sales of approximately €10.83 billion in fiscal year 2011/2012. The products marketed by the company in Europe include laser printers, digital copying systems, microelectronic components, finceramic products and complete solar power systems. The Kyocera Group has two independent companies in the Federal Republic of Germany: Kyocera Finceramics GmbH in Neuss and Esslingen and Kyocera Document Solutions in Meerbusch.

The company also takes an active interest in cultural affairs. The Kyoto Prize, a prominent international award, is presented each year by the Inamori Foundation — established by Kyocera founder Dr. Kazuo Inamori — to individuals and groups worldwide who have contributed significantly to the scientific, cultural, and spiritual betterment of humankind (converted at present €500,000 per prize category).

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