

Press information

Clear visibility in any type of light

IAA 2013 – Kyocera presents new type of displays used in BMW vehicles

Kyoto / Neuss, 3 september 2013 – At this year's IAA, the X range and 5 Series models being presented by BMW will feature completely new interior dashboard displays. These were developed by Kyocera Display, one of the leading companies in the development and production of LCDs and touchscreens. The displays impress with a surface brightness of up to 1,000 candela (cd). That means that even bright sunlight isn't able to detract from the screens' readability. At nighttime, they are automatically dimmed to a pleasant level with the use of a sensor to avoid any glare. And the screens are not just suitable for automotive use, they can also improve functionality and user friendliness in other applications as well.

The sun is the natural adversary of any display – or at least that used to be the case. Smartphone and laptop users and car drivers alike are all aware of the problem: glare, reflecting light and reflections can be a real nuisance as strong sunlight impedes the brightness and legibility of displays.

Everything under control – with no glare in sight

While these issues are simply annoying when it comes to mobile communication and consumer electronics, they can pose a safety risk in the car. If important information about the car is not available because it isn't legible or reflections are impairing the view, then the risk of an accident increases.

Kyocera's new displays, which will be on exhibition at the 2013 IAA in BMW's 5 Series and X range, offer a real, comprehensive solution. They combine highly effective LED backlighting with optimized wide-viewing-angle displays. With negligible heat losses, they create a light intensity of up to 1,000 cd on the surface. That is bright enough to ensure that sunlight or even the reflection from a driver's white shirt is not able to diminish the

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readability of the dashboard display instruments. When it gets dark, the light intensity is dimmed to a pre-set minimum to keep the driver's vision from being impaired by bright glare. Even when the backlight is dimmed, the displays still achieve a high level of contrast. Furthermore, the display's light is directed solely at the driver – it doesn't reflect on the windshield.

Smart solutions that help save lives

The new display modules also have a number of other possible applications beside cars. They can be used in an industrial setting and are also ideally suited for devices in the medical sector. They allow paramedics, for example, to be able to see information on the display of medical equipment in any conditions in an emergency, allowing them to obtain the vital information they need and to take necessary medical steps.

"Our displays mark an important step in the union of two contradictory things: the artificial light of displays and the power of the sun. We have quashed that contradiction. For drivers, a clearer view is provided, equaling a boost in control and safety. In other areas, ease of utilization and general usability are dramatically increased," says Manfred Sauer, Head of Sales & Marketing Kyocera Display Europe GmbH.

For more information about Kyocera: www.kyocera.eu

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 228 subsidiaries (as of April 1, 2013), 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 3,0 gigawatts of solar power having been installed around the world to date.

The company is ranked #492 on *Forbes* magazine's 2013 "Global 2000" listing of the world's largest publicly traded companies.

With a global workforce of about 71,000 employees, Kyocera posted net sales of approximately €10.58 billion in fiscal year 2012/2013. The products marketed by the company in Europe include laser printers, digital copying systems, microelectronic components, fineceramic products and complete solar power systems. The Kyocera Group has two

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independent companies in the Federal Republic of Germany: Kyocera Fineceramics 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 €400,000 per prize category).

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