

Press information

**Eco-friendly product combines solar power & LEDs and can be used for bus & taxi stops, walkway coverings, etc.**

## **Sekisui Jushi Corp. & Kyocera CoDevelop Multi-Purpose ‘Solar PowerShelter’ for Public Applications**

**Kyoto / Neuss, 19 July 2011 - Sekisui Jushi Corporation, Kyocera Corporation and its wholly-owned domestic solar energy sales subsidiary Kyocera Solar Corporation announced the co-development of the Eco-Shell\* — a multi-purpose solar power shelter which uses a Kyocera solar power generating system for the roofing material and energy-conserving LEDs for lighting. The new product is intended for use in public places where shelters provide cover against the sun and rain such as bus & taxi stops, benches and walkway coverings. It will go on sale from July 20, exclusive to the Japanese market, targeting municipalities and private companies.**

\* Eco-Shell is the product name for the Japanese market. This product is only available in Japan.

The shelter combines SJC’s conventional multi-purpose shelter unit with a Kyocera solar power generating system and energy-efficient LED lighting to create an eco-friendly weather covering alternative to those often found at bus stops and other public spaces. Once the product goes on sale later this month, the two companies will propose its use for a wide range of applications across Japan.

Across Japan energy reduction countermeasures are starting to be made in earnest due to the effects of the March 11 earthquake and resulting nuclear power situation. Furthermore, environmental

### **Contact:**

Kyocera Fineceramics GmbH  
Daniela Faust  
Manager Corporate Communications  
Hammfelddamm 6  
41460 Neuss  
Germany  
Tel.: +49 2131/16 37 - 188  
Fax: +49 2131/16 37 - 150  
Mobil: +49 175/7275706  
daniela.faust@kyocera.de  
www.kyocera.de

Weber Shandwick Deutschland GmbH  
Peter Manderfeld  
Account Manager  
Hohenzollernring 79 - 83  
50672 Köln  
Germany  
Tel.: +49 221 - 94 99 18 - 42  
Fax: +49 221 - 94 99 18 - 10  
pmanderfeld@webershandwick.com  
www.webershandwick.de

## Press information

awareness in urban planning has also been receiving a lot of attention. The electricity generated from the shelter's solar power generating system can be used for surrounding electrical needs, such as lighting for advertising displays, with excess power being sold to the power utility companies, thus helping to meet expected power shortages in Japan during the summer. Furthermore, the shelter uses low-energy LED lighting to reduce both power consumption and CO<sub>2</sub> emissions at night.

Moreover, the shelters can be used as emergency power supplies in the event of a disaster, as the shelter has an independent power outlet that could be used to charge mobile phones or other vital electronics.\*\*

\*\* Power output depends on amount of sunlight available.

SJC and Kyocera have co-developed the solar power shelter with the goal of making a contribution to solving the issues of energy conservation and environmental protection.

### **For more information about Kyocera Solar Energy:**

<http://global.kyocera.com/prdct/solar/>

#### **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 208 subsidiaries (as of March 31, 2011), 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 a global workforce of about 66.000 employees, Kyocera posted net sales of approximately €10.74 billion in fiscal year 2010/2011. 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 Mita Deutschland GmbH 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 €430.000 per prize category).

#### **Contact:**

Kyocera Finceramics GmbH  
Daniela Faust  
Manager Corporate Communications  
Hammfelddamm 6  
41460 Neuss  
Germany  
Tel.: +49 2131/16 37 - 188  
Fax: +49 2131/16 37 - 150  
Mobil: +49 175/7275706  
daniela.faust@kyocera.de  
www.kyocera.de

Weber Shandwick Deutschland GmbH  
Peter Manderfeld  
Account Manager  
Hohenzollernring 79 - 83  
50672 Köln  
Germany  
Tel.: +49 221 - 94 99 18 - 42  
Fax: +49 221 - 94 99 18 - 10  
pmanderfeld@webershandwick.com  
www.webershandwick.de

## Press information

### About SEKISUI JUSHI CORPORATION

SEKISUI JUSHI CORPORATION ("SJC")(TOKYO:4212) was established in November 1954, in Osaka, Japan. Since then, the company has lived up to its corporate slogan, "Creation of new values," through the development of new materials and the compounding of plastics with other materials such as metals, textiles, woods and glass fibers. The company's goal is to create safer, more comfortable public spaces by utilizing various configurations of equipment and facilities to be installed. Sekisui Jushi proposes an intelligent, people-friendly road & urban environment that combines the company's accumulated road traffic safety technology with advanced solar technology.

### Contact:

Kyocera Fineceramics GmbH  
Daniela Faust  
Manager Corporate Communications  
Hammfelddamm 6  
41460 Neuss  
Germany  
Tel.: +49 2131/16 37 - 188  
Fax: +49 2131/16 37 - 150  
Mobil: +49 175/7275706  
daniela.faust@kyocera.de  
www.kyocera.de

Weber Shandwick Deutschland GmbH  
Peter Manderfeld  
Account Manager  
Hohenzollernring 79 - 83  
50672 Köln  
Germany  
Tel.: +49 221 - 94 99 18 - 42  
Fax: +49 221 - 94 99 18 - 10  
pmanderfeld@webershandwick.com  
www.webershandwick.de