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Announcement of Start of Verbatim® Brand LED Light Bulb Sales in Europe



※【Classic A 10W】 and 【MR16 GU10】 will be available after October in 2010.



Mitsubishi Kagaku Media Co., Ltd (Headquarters: Minato-ku, Tokyo; President: Shigenori Otsuka) announced that it has started sales of its Verbatim brand LED light bulbs in the European market. The LED light bulbs were exhibited at the Verbatim booth at the IFA 2010 consumer electronics show held earlier this month in Berlin, where business talks were also conducted and continue at present. Verbatim LED light bulbs are based on technologies developed by Mitsubishi Chemical Corporation, the parent company of Mitsubishi Kagaku Media, and are highly rated for their reliability. As such, the future of the lineup garners much expectation. They are available from now throughout Europe, and will next be introduced in America, followed then by the Asia-Pacific area including Japan.

Verbatim LED light bulbs can replace conventional illumination, and feature dimmable, low-power consumption LED lighting. They have an operating life of approximately 10 years at 10 hours per day*1, with only around 20% of the power consumption of conventional lighting. They are both economically and environmentally superior to other lighting technologies and widespread adoption in residential and commercial applications is expected. Currently, five industry standard lights (two types of incandescent light bulbs and three types of spot lamps) are being sold, and two more products will be introduced later this year. These products use materials independently developed by Mitsubishi Chemical Corporation and are manufactured by

a third party.

The seven products currently introduced all have a Color Rendering Index (CRI) ※2 of 80 or greater and are based on blue chip LED technology. The second generation of LED products is expected to utilize violet chip technology (VxRGB™) to achieve a higher CRI, producing a light spectrum very close to that of natural light.

※1. Depending on usage conditions.

※2. The color rendering index (CRI) is an index of the ability of a light source to reproduce the colors of various objects faithfully in comparison with a standard light source designated by the International Commission on Illumination (CIE).

Through the supply of its products, Verbatim changes relationships among “People and People, People and Things, People and Ideas”, ensuring reliable, pleasant and rich ones.

What is Verbatim?

Verbatim is a global brand of Mitsubishi Kagaku Media sold in over 120 countries worldwide, with the largest market share※ of the recordable optical disc sold worldwide by brand for five consecutive years. Verbatim was born in 1969 in the State of California in the United States. Mitsubishi Chemical Corporation (known as Mitsubishi Kasei Corporation at that time), the parent company of MKM, purchased Verbatim in 1990. In Latin verbatim means “word for word”, and has been used since the company’s founding in 1969 to illustrate the principle of accurate, error free recording of data.

※2005-2009; the largest market share of the recordable CD/DVD/BD sold worldwide by brand for five consecutive years
(according to the SCCG/JRIA data)

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