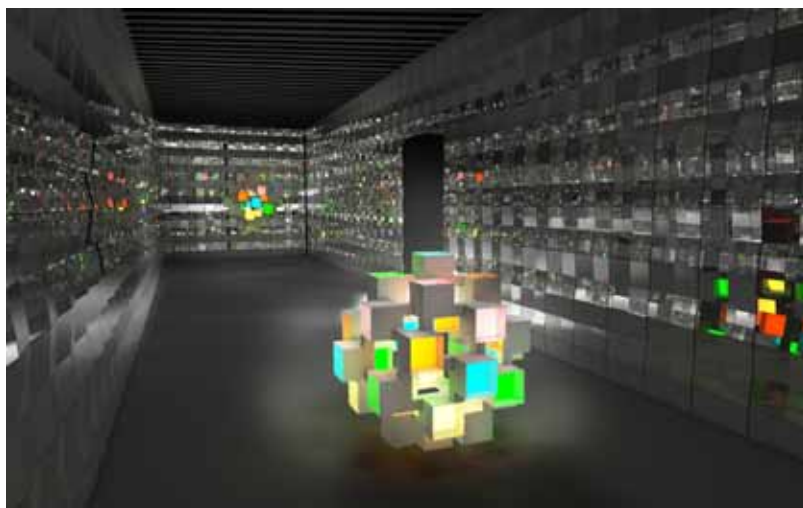


February 9, 2011

**The World's First ! Successful Mass-production of a Color tunable OLED lighting  
New Brand VELVE™ at Fuori Salone in Milan**

VELVE exhibition image

From April 12 through 17, Mitsubishi Kagaku Media Co., Ltd. (HQ: Minato-ku Tokyo; President: Shigenori Otsuka) will display through its subsidiary, Verbatim Limited (HQ: United Kingdom), its color tunable and dimming organic light-emitting diode (OLED) lighting panels called VELVE at Fuori Salone, an exhibition held in Milan, Italy. This is actually the first in the world to mass-produce successfully this color tunable/dimming-type OLED lighting. Mr. Satoshi Uchihara, a lighting designer who was involved in lighting up such important sites as the famous Japanese temple Kinkakuji, and the New Terminal Building at Haneda Airport and others, was tapped to produce the entire exhibit which he decorated using the VELVE, one of the world's largest OLED panels at approximately 14 cm by 14 cm. In addition to proposing an innovative illuminated space, he communicated the infinite possibilities for the use of light.

Mitsubishi Kagaku Media and Verbatim are now making this OLED lighting product available under the banner of a new brand called VELVE. The name VELVE, which was borrowed from the English word velvet, communicates the feeling that the light produces. Specifically, these OLED lightings produce a fine, and soft, yet deep luminance. Also, these lightings incorporate in one of the layers that composes the organic electroluminescence layer a coating technology that is the first in the world to be mass-produced successfully.

OLED lightings enable unique lighting expressions; you can adopt the various characteristics of which they are capable, such as a surface light source, ultra-thin shapes, no restrictions on shape, and their ability to be transparent. The OLED lighting, VELVE's color tunable and dimming (intensity and saturation) features include their ability to adjust to seasons and time and the like. For example, at the beginning of your day, they generate light that is white, fresh and cheery. As the end of your day approaches, however, they create a warm glow that is calming and relaxing. In short, these lights easily create atmospheres that match the time of day and your mood.

Also, OLED lightings are a highly efficient light source that also makes them gentle on the environment. Mitsubishi Kagaku Media / Verbatim have developed these lights and have made them available as a way to create comfortable environments for mankind, and society and to be gentle on the Earth.

Based on Mitsubishi Kagaku Media market research as of January 31, 2011  
The VELVE brand name has been applied for as a registered commercial trademark

### **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. Verbatim has been selling LED light bulbs branded Verbatim in Europe since September, 2010.

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)

### **Fuori Salone**

Held once a year in Milan since 1961; one of the salons in Milan established for international exhibitions of home interior furnishings and products, it is the largest in the world. Companies and manufacturers from all over the world come to Milan to announce leading-edge designs and interior concepts and products. Among these, Fuori Salone is held in the city of Milan.

### **Mr. Satoshi Uchihara**

One of Japan's representative lighting designers. Mr. Uchihara has been involved in lighting projects as diverse as the famous Japanese temples of Kinkakuji, Ginkakuji, and the Hououdou Pavilion of the Byoudo-in, and the New Haneda Airport Terminal Building.

### **Organic Electro Luminescence**

Electro Luminescence (EL) stands for electro-luminance. This is the phenomenon of

electroluminescence and is part of a physical phenomenon that converts electrical energy into light energy. Organic EL implements conversion of electrical and lighting energy using organic materials.

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