

Press information

New automotive applications

## **Driving comfortable and safely with Kyocera**

**Kyoto / Neuss, 12 December 2012 – Vehicle safety is subject to ever-increasingly strict requirements, thus intelligent mobility solutions for the automotive industry combining safety with comfort and entertainment are truly forward-thinking. The Japanese technology expert Kyocera has developed a new automotive-use telematics module for high-speed data connections as well as the “New Feelings” touch panel. Both applications are designed to make driving more comfortable while increasing safety.**

Speed has always played a special role in the automotive industry. Now, high-speed has been given a new dimension: Kyocera is presenting a new telematics module for automotive use which establishes a mobile high-speed Internet connection via a Network Access Device (NAD). This connection enables complete control of the vehicle’s functions — from control of the anti-theft device to the navigation system. Safety is a priority too: in the event of an accident, an emergency message can be sent by SMS or the navigation information system can be launched. In addition to this safety aspect, the high-speed data connection is also useful for a wide range of infotainment applications. The module can be operated using European GPS and international LTE standards.

### **“New Feelings” touch panel makes driving safer**

The cutting-edge Kyocera “New Feelings” touch panel is another piece of technology that will make driving safer. Many drivers are distracted when they operate their navigating system via the LCD

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screen. On regular touch screens a driver cannot feel whether they have actually completed an action on the screen or not, and thus tend to take their eyes off the road to operate the navigating system. However, the new Kyocera display provides a user experience through the touch screen which creates the sensation of having pressed an actual button. Therefore drivers can feel, rather than diverting their eyes from the road, that they have successfully completed an operation on the screen.

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

### About Kyocera Display Corporation

On 01 February 2012, Kyocera Corporation merged Optrex Corporation (now Kyocera Display Corporation) into the Kyocera Group as a wholly owned subsidiary in order to reinforce and expand business in the LCD and touch-screen sector, in particular the fields of automotive-use and touch panels. Kyocera Display Corporation specializes in the production of liquid crystal displays (LCDs).

### 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 3,0 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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