

Press information

Kyocera registers trademark Haptivity® for its proprietary touch feeling technology and continues further development

The new virtual reality technology that enables an innovative real touch feeling and a display feedback has been introduced last year. Kyocera now expands the usage of the second product generation into the application fields automotive, Industry 4.0 and medical.

Kyoto, Japan / Neuss, Germany March 03, 2016– The patented technology Haptivity®, which stands for haptic and activity, is a registered trademark of the Japanese technology company Kyocera in the EU since the beginning of 2016. This step paves the way for Kyocera’s trend-setting plans in the further development of virtual reality applications: So far, the first generation of Haptivity® devices was technically limited to screen sizes of approximately 7”.

The second generation of Haptivity® applications will overcome this limitation. These are also based on piezo actuators, but are utilizing a more sophisticated principle to transfer vibration from actuators to the touch surface. As a result, this allows the actuation of larger masses and hence larger panels as well as optically bonded touch screens.

For implementations of Haptivity® into the industrial market, Kyocera is planning the supply of “out of the box” modules which incorporate an LCD panel and a touch screen with haptic feedback. This supports an easy and fast way of implementation into HMIs. With this complex but easy to use solution, the customer has not to deal

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too much with the complex technical details before operating the haptic technology.

In terms of the large volume markets, such as the consumer and automotive sector, the supply of individual components like actuators and control IC is planned. This allows Kyocera's customers a more specific and customized implementation into any individual application and enables them to take full advantage of the new display technology.

"Prototypes that are implementing the second Haptivity generation will soon be introduced to the market. But we are already receiving very positive feedback from our customers who are testing it", states Mr. Manfred Sauer, Managing Director, Kyocera Display Europe GmbH. "One example for this is a major automotive interior manufacturer, who is investigating the replacement of mechanical buttons with a homogeneous surface using the Haptivity force feedback."

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 226 subsidiaries (as of March 31, 2015), are information and communications technologies, products which increase quality of life, and environmentally friendly products. The technology group is also one of the oldest producers of solar energy systems worldwide, with more than 40 years of experience in the industry.

The company is ranked #552 on Forbes magazine's 2015 "Global 2000" listing of the world's largest publicly traded companies.

With a global workforce of over 68,000 employees, Kyocera posted net sales of approximately €11.74 billion in fiscal year 2014/2015. The products marketed by the company in Europe include printers, digital copying systems, microelectronic components, fine ceramic products and complete solar power systems. The Kyocera Group has two independent companies in the Federal Republic of Germany: Kyocera Fineceramics GmbH in Neuss and Esslingen and Kyocera Document Solutions in Meerbusch.

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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 approximately €360,000 per prize category).

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