

## Press information

### **electronica 2016: Kyocera presents brand new technologies for the automotive industry**

**Kyoto, Japan / Neuss, Germany, October 11, 2016 – Kyocera will be presenting its extensive portfolio of innovative solutions for the automotive industry at this year’s electronica in Munich, Germany (Hall A3, Booth 241). The global trade fair for electronic components, systems and applications takes place from 8–11 November.**

electronica is the world’s leading trade fair and plays a key role for the entire electronics industry. It exhibits important new technologies and trends and offers practical perspectives for new developments and growth opportunities. Thousands of exhibitors attend the fair, representing virtually all fields of electronics, from automotive and industrial electronics and embedded and wireless technologies through to medical electronics. Kyocera’s appearance at the trade fair will focus on numerous components used in automotive applications.

#### **A better view and sensory improvements**

At electronica 2016, Kyocera will unveil a compact rear view camera with integrated image processing for rear and panoramic view systems as well as electronic rear view mirrors. What particularly makes the camera stand out is its small and compact design as well as its low power consumption. Prototypes will be available in 2017.

Kyocera has also developed what it calls Haptivity<sup>®</sup> technology for safety and comfort. The name of this technology is a combination of the words ‘haptic’ and ‘activity’.

Touchscreen displays can now also provide haptic feedback, thanks

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to Kyocera's innovative use of piezo actuators.

### Cohesive power and shining examples

Another highlight of the trade fair will be in the power electronics sector. Kyocera is one of the few manufacturers in the world that can offer Si<sub>3</sub>N<sub>4</sub> (silicon nitride)-based substrate, sinter and moulding technology from a single source, which means the materials can be adapted to customer applications.

Kyocera's innovative touches are also found in lighting products. The company has developed cutting-edge LED modules that enable very precise colour rendering. The properties of the new LED modules are adapted to specific applications and requirements, enabling custom light spectrums and defined colour rendering. Kyocera's unique phosphor technology, use of highly reflective ceramic and its proprietary optical and thermal simulation technologies enable individual designs of the light spectrum and a long service life.

The LED modules are particularly well-suited for carrying out colour checks in the coating, paint and graphic printing industries and when inspecting automotive paint jobs, for example. Other application areas include surgical lamps in operating theatres and lighting equipment for museum exhibitions.

Kyocera develops and produces many products for industrial applications.

The company's extensive portfolio includes industrial displays with touch functions, telematic modules, cameras and sensors of all kinds as well as robust circuit boards, among others. Furthermore, Kyocera also provides components such as piezo actuators for diesel fuel injection systems, piezoelectric combustion chamber

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sensors for combustion engines as well as ceramic insulation for high-voltage applications in electric vehicles.

For more information about Kyocera: [www.kyocera.eu](http://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 235 subsidiaries (as of March 31, 2016), 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 #531 on Forbes magazine's 2016 "Global 2000" listing of the world's largest publicly traded companies.

With a global workforce of over 69,000 employees, Kyocera posted net sales of approximately €11.59 billion in fiscal year 2015/2016. The products marketed by the company in Europe include printers, digital copying systems, microelectronic components, and fine ceramic products. 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.

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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