

## Press information

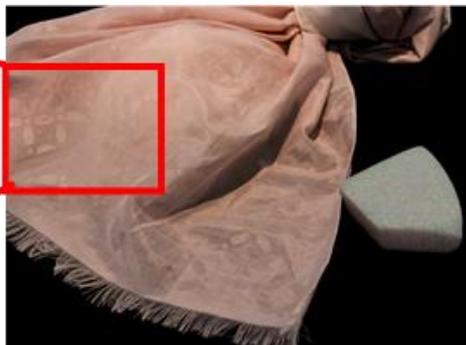
### **KYOCERA Kyoto Opal Used in Textile for First Time, Provides Seven-Color Sparkle**

**Japanese traditional dyeing technique meets Kyocera's proprietary opal technology to create new colorful scarf to represent Kyoto**

**Kyoto, Japan / Neuss, Germany, December 6, 2016** – Kyocera Corporation announced that its proprietary synthetic opal material, "Kyoto Opal," is being utilized in a textile for the first time. As part of the Hashiru Nippon-Ichi, a program promoting Japanese souvenirs, the "Kyoto Playful Opal Color Hand-Printed Scarf" was selected for the "Old Capitals: Kyoto and Nara" project. The program is developed by the JR-West Group and Nakagawa Masashichi Shoten, a 300-year old company manufacturing ramie cloth in Nara Prefecture. Ramie is one of the strongest natural fibers and is known especially for its absorption and therefore comfortable to wear, especially during warm weather. Furthermore it has a silky luster and is quick drying. The new scarf was launched last month and will be available until late-February on the Sanyo Shinkansen train and "JAPANSQUARE," an online store delivering Japan-made items around the world.



**Printed Kyoto Opal**



**The Kyoto Playful Opal Color Hand-Printed Scarf with Kyoto Opal material**

The opal material sparkles in seven colors depending on the angle, with the white and pink base appearing in different lights. The new scarf integrates Kyocera's fine ceramic technology with Japanese traditional dyeing techniques to provide a special souvenir for visitors to Japan.

The concept of the “Kyoto Playful Opal Color Hand-Printed” scarf was inspired by Kyoto’s traditional culture of dressing in layered kimonos to enjoy the contrast of colors. The powdered Kyoto Opal is blended with the fabric dye to enable printing the opal directly on the fabric.

## About Kyoto Opal

“Kyoto Opal” is a term of endearment for the synthetic opal material developed by Kyocera in Kyoto, Japan. Seeming identical to naturally occurring opal, Kyoto Opal overcomes the gem’s inherent brittleness, which tends to split and crack, enabling the material to be cut into diverse shapes. It can be used in a wide variety of applications providing rich and subtle hues and tints with special coloring techniques. Kyocera’s proprietary technology features a unique aesthetic quality that cannot be duplicated by other molded resin-based products.

Kyocera has been providing opal gemstones worldwide since 1992, launching the “Kyoto Opal” brand in Japan in 2008 as a unique decorative material. Since then, it has been utilized in a growing range of products available in Japan and other markets, including Casio’s SHEEN lineup\*.

\* “SHEEN” is a registered trademark of Casio Computer Co., Ltd.

**To purchase the Kyoto Playful Opal Color Hand-Printed Scarf on JAPANSQUARE, please visit:**

<http://www.japansquare.com/product.asp?shocd=W14324>

**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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