

Press Release

Fun, interactive site for learning about the benefits of solar power and environmental preservation

KYOCERA Launches Educational “Solar Power Expo” Web Site

Kyoto / Neuss, 11 January 2011 – The Japanese technology corporation Kyocera, a leading manufacturer of fine ceramic products, today announced the launch of its interactive “Solar Power Expo” Web site — a comprehensive and fun tool aimed at all ages to promote education of solar power and its effectiveness in combating various environmental problems that the world faces today.

The Web site is designed to give the user the experience of visiting a large outdoor solar power exposition with five unique pavilions featuring diverse themes. With appealing and fun visuals and music, visitors can look around the pavilions interacting with various features that introduce the marvel of solar power, the history of Kyocera solar power, and the various environmental activities that Kyocera is engaged in.

Kyocera Corporation was founded more than half a century ago, and has been proactive in research, development and promotion of solar power for more than 35 years. With the Solar Power Expo Web site, Kyocera hopes to help increase awareness about environmental issues and the amazing capabilities of solar power as a renewable energy source.

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URL:	http://global.kyocera.com/solarexpo/
Launch date:	January 11, 2011
No. of pages:	79

Overview

The five pavilions have separate themes with easy-to-understand explanations — allowing everyone from children to adults to learn more about the power of the sun.

Pavilion 1: SAVING THE EARTH

An introduction with photos and graphs to the environmental issues the world faces, and the solutions that are available through solar power.

Pavilion 2: MARVELS OF THE SUN

Watch a short video with music illustrating the history, makeup and secrets of the sun.

Pavilion 3: PAINTING THE SUN

An exhibition of sun-related drawings by children from around the world.

Pavilion 4: SOLAR POWER BY KYOCERA

Features diagrams explaining how solar energy is converted into electricity by the photovoltaic effect. Also, a history of Kyocera's solar power achievements since 1975.

Pavilion 5: OUR SOLUTION

An outline of the solutions that Kyocera is working towards. Along with an introduction to the environmental and social responsibility activities of the company.

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Top page of the Solar Power Expo Web site



For more information about Kyocera Solar Power:

<http://global.kyocera.com/prdct/solar/>

About Kyocera

Headquartered in Kyoto, Japan, the 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 comprises 213 subsidiaries (April 1st, 2010), are information and communications technologies, products to increase the quality of life, and environmentally friendly products. The technology group is also one of the largest producers of solar energy systems worldwide.

With a workforce of about 63.000 employees, Kyocera posted net sales of approximately €8.59 billion in fiscal year 2009/2010. The products marketed by the company in Europe include laser printers, digital copying systems, microelectronic components, fineceramic products and complete solar systems. The corporation has two independent companies in the Federal Republic of Germany: the Kyocera Fineceramics GmbH in Neuss and Esslingen and the Kyocera Mita Deutschland GmbH in Meerbusch.

The company also takes a lively interest in cultural affairs. The Kyoto Prize, one of the most prominent international awards, is presented each year by the Inamori Foundation, once established by Kyocera founder Dr. Kazuo Inamori, to individuals and groups worldwide for their outstanding human achievement (converted at present €435.000 per prize category).

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