

March 23, 2012

Sumitomo Chemical to Participate in Light+Building 2012 with 60-Color Polymer OLED Lighting

Sumitomo Chemical announced that it will participate for the first time in “Light+Building 2012”, one of the world’s largest trade fair for lighting and building technology, to be held in Frankfurt, Germany, in April 2012.

The Company will be running a booth at the trade fair, inviting the world-renowned Japanese lighting designer Motoko Ishii as its art director, where its polymer OLED lighting will be exhibited, with the theme “The Colors of Japan – The Colors of Harmony”, in an innovative attempt to replicate—by means of lighting—the elegant and refined colors of ancient Japan in a modern day setting of a Japanese traditional tearoom by using the world's most advanced polymer OLED technology.

Displayed at the booth will be large-scale lighting panels of about 10 centimeters square each, illuminating in sixty different colors, that are produced by coating everything except for the electrodes with printing technology. Varying shades of color will soothe visitors comfortably to the world of Japanese traditional colors from the distant past. Sumitomo Chemical is the first in the world to have produced successfully the large-scale lighting panels with the printing method in as many as sixty different colors.

In addition to OLED lighting capable of generating natural light that is soft and gentle on the eyes, polymer OLED lighting offers its unique advantage of producing a countless number of color shades as well as lessening an environmental impact that can be realized by the simplified manufacturing process, making it the perfect next-generation lighting technology.

Leading-edge OLED technology and the Japanese traditional culture of harmonious colors coming into play— Sumitomo Chemical’s polymer OLED lighting brings together the time-honored cultural heritage and the world-class technological excellence, in both of which Japan takes pride.

POLYMER OLED Homepage (to be unveiled at the end of March):
<http://www.sumitomo-chem.co.jp/english/pled/>

Reference Material 1

Features of Sumitomo Chemical's Polymer OLED Lighting Technology:

- Low-cost fabrication through an advanced printing process.
- Can be produced with a single printing for any kind of emission color.
- Enables a wide range of lighting colors, from natural light that closely resembles sunlight, to design-friendly neutral colors.
- Thin surface light source
- Easy-to-view light wavelength
- Mercury-free and environmentally-friendly

About Electroluminescence and OLEDs

Electroluminescence is a phenomenon in which light is emitted in response to the application of voltage and passage of an electrical current through an organic material. Organic Light Emitting Diodes (OLEDs) are a technology that employs this phenomenon. An OLED that employs a polymer as a light emitting material is called a Polymer OLED.

About the Light+Building 2012 Lighting and Building Technology Trade Fair

Light+Building, which is held biennially in Frankfurt, Germany, is one of the world's largest trade fair for lighting and building technology. This year will be the first time Sumitomo Chemical has exhibited at the trade fair.

It features leading-edge products and technologies from lighting manufacturing and building technology manufacturing companies and attracts a significant number of visitors, particularly from Europe.

Light+Building 2012

Date: April 15 (Sun) – 20 (Fri), 2012

Place: Messe Frankfurt Exhibition

Sumitomo Chemical's Booth: Hall 4.1, Stand G60

MOTOKO ISHII LIGHTING DESIGN

2012-3-1



MOTOKO ISHII / LIGHTING DESIGNER

Motoko Ishii, a leading Japanese lighting designer, works with a wide range of light, from urban illumination, architectural lighting to light performance.

Her activities cover not only within Japan but also all over the world; USA, Europe, Middle East and South East Asia.

Graduated from Tokyo University of the Arts. After studying at lighting design companies in Finland and Germany, established Motoko Ishii Lighting Design Inc., Tokyo in 1968.

Member of the Illuminating Engineering Society of North America (IESNA)
Fellow of the International Association of Lighting Designers,
Member of the Japan Lighting Committee
Representative of Inter Light Forum

MAIN WORKS: JAPAN

Lighting Design — Tokyo Tower, Rainbow Bridge in Tokyo, Yokohama Bay Bridge, Akashi Kaikyo Bridge, Himeji Castle, Shirakawa Village, Gifu, Heijo-kyo Daigoku Palace, Akiyoshido City Lighting Plan — Hakodate City, Nagasaki City, Kurashiki City, Kagoshima City,
Events — Kohto Tokyo·Lightopia

OVERSEAS

Shanghai World Financial Center, Shanghai

<Project Commemorating 150th Anniversary of Japan-France Friendship>

La Seine — Light Messages from Japan, Paris

Japanitaly, Roma – Light message from Japan, Budapest Elisabeth Bridge Light-up, Hungary

Event Commemorating the 150th Anniversary of the Relationship between Germany and Japan “Light Message for Peace”

AWARDS

Ms. Ishii has received many awards from worldwide organizations such as IESNA and the International Association of Lighting Designers, and the Tokyo Metropolitan Culture Award.

In 2000, she received the “Shiju-hosho” (Purple Ribbon Medal) of honor from the National Government.

PUBLISHED WORKS

Written in English/Japanese

“MOTOKO LIGHT+SPACE+TIME” (2009), “Lighting Horizons” (2001),

“Creation of Lightscape” (1997), “Light to Infinity” (1991),

“BERLIN MESSAGE FOR PEACE” (2011)

Her many activities include presiding over the “Inter Light Forum”, which was established for the purpose of interdisciplinary study of light.

Website address: <http://www.motoko-ishii.co.jp>