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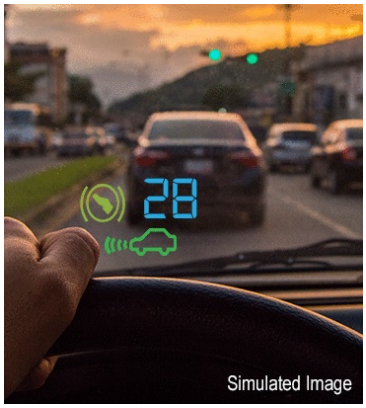
FOR IMMEDIATE RELEASE

KYOCERA Expands LCD Product Line for Automotive Head-Up-Displays

PLYMOUTH, MICH. – Sept. 4, 2019 – Kyocera International, Inc. today announced a new 2.6” liquid-crystal display (LCD) in its line of components for automotive Head-Up-Display (HUD) equipment. Kyocera’s LCDs offer high light transmittance, high resolution, and the industry’s widest operating temperature range for optimal performance in the automotive cabin environment, and are now available in four standard sizes for HUD applications.



Specifications: KYOCERA HUD LCD Line

Size (diagonally)	Resolution	Interface	Contrast Ratio	Transmittance
3.1”	800x480 (297ppi)	LVDS	1700:1	8.5%
2.6”	800x480 (353ppi)	LVDS	1200:1	6.2%
1.8”	480x240 (298ppi)	CMOS	1200:1	8.5%
1.12”	300x160 (302ppi)	CMOS	1200:1	7.1%

Custom display sizes available upon request.

HUD: Extreme Operating Requirements

Developed originally for aircraft cockpit instrumentation, HUD technology can improve automotive safety and reduce driver fatigue by projecting vehicle speed, navigation and other data directly onto a car’s windshield – where drivers can view it in their line of sight. This requires a display that performs well in lighting conditions ranging from full sunlight to total darkness. Additionally, since data and images are scaled up when projected onto a windshield, HUD technology requires high-resolution imaging to allow enlargement with no perceptible loss of detail or sharpness. Meeting these requirements in the automotive environment requires imaging components that deliver exceptional luminance, contrast and pixel density, with an extremely wide operating temperature range since vehicles travel to the coldest and hottest climates on Earth.

— more —

KYOCERA's Advanced HUD Technology

Kyocera's HUD LCDs provide light transmittance up to an ultra-high 8.5%, and typical contrast ratios of up to 1700:1. Their low temperature polysilicon technology delivers pixel density of approximately 300ppi, about twice that of conventional LCDs – and an 85-degree viewing angle* with no color shift, through Kyocera's Advanced Wide Viewing technology (AWVII). Additionally, Kyocera HUD LCDs offer an operating temperature range of -40°C to +105°C, the broadest currently available among automotive displays.

"Kyocera brings four decades of LCD innovation to the automotive engineer's unique challenges when integrating HUD technology into any vehicle platform," said Kazuaki Ohara, manager of Kyocera's automotive display sales division. "We are partnering with tier-one automotive brands to help bring this exciting new technology into all vehicles."

Kyocera is a preferred supplier of high-performance LCD displays for automotive, industrial and medical equipment. All Kyocera TFT-LCDs are RoHS compliant to reduce or eliminate potentially hazardous substances. Please visit www.kyocera-display.com, call +1-734-416-8500 or email displaysales@kyocera.com for more information.

**Viewing angle specification: 85 degrees in four directions (above, below, left and right) with contrast ratio not less than 10:1.*

About KYOCERA

Kyocera International, Inc. is a U.S. subsidiary of Kyoto, Japan-based Kyocera Corporation, a diversified technology enterprise that started manufacturing **LCD products** (under the Optrex brand) in 1976. The company's U.S. LCD assembly, warehousing and distribution are based in Plymouth, Michigan, with LCD sales offices in Michigan, California, Georgia and Washington State.

Kyocera Corporation (TOKYO:6971; www.kyocera.com), the parent and global headquarters of the Kyocera Group, was founded in 1959 as a producer of fine ceramics (also known as "advanced ceramics"). By combining these engineered materials with metals and integrating them with other technologies, Kyocera has become a leading supplier of industrial and automotive components, semiconductor packages, electronic devices, solar power generating systems, printers, copiers and mobile phones. During the year ended March 31, 2019, the company's consolidated sales revenue totaled 1.62 trillion yen (approx. USD14.6 billion). Kyocera appears on the "Derwent Top 100 Global Innovators 2018-19" list by Clarivate Analytics and is ranked #655 on Forbes magazine's 2018 "Global 2000" list of the world's largest publicly traded companies.

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