

- Press release summary -

May 26, 2004  
NIPPON SEIKI CO.,LTD.  
Corporate Planning & Control Dept.

**NIPPON SEIKI to start the volume production of instrument clusters with OLED display**

NIPPON SEIKI today announced that it had started the volume production of instrument clusters with Organic Light Emitting Diode (OLED) display for automobile from April 2004.

OLED displays are composed of self-luminous pixels and require no backlights, incorporating 5-6 thin film layers to emit light. The technology provides clear, bright, full-motion image display that can be viewed from a very wide angle. In addition, OLED displays offer quick response, high brightness levels in a variety of lighting conditions, low power consumption, and thin design options.

NS will supply the instrument cluster with OLED display to GENERAL MOTORS for 2005 model Corvette(C6) that will launch into the market in summer 2004.

In addition, the instrument cluster that will be produced in NEW SABINA INDUSTRIES, INC., a manufacturing subsidiary company of NS group of companies in Ohio, USA, from this summer to DAIMLER CHRYSLER for 2005 model Jeep Grand Cherokee will use OLED display, too.

The OLED displays that are used in these instrument clusters have been producing by ADEON, which is established as the joint venture between NS and OPTREX in July 2003. ADEON have already started the volume production of OLED display from February 2004.

NS believes that OLED display is the key device that makes NS's main business as instrument clusters and consumer products high added value. Therefore, NS and ADEON will continue its efforts to improve the technology and enhance product development of OLED, aiming at expanding the business operations of instrument cluster, consumer product and flat panel display.

**Outline of OLED display that is used for the instrument cluster of Corvette**

Driving method : passive matrix

Screen area : 11 x 104 mm

Color : blue-green

Information displayed : Odometer, Trip counter and various messages with full-dot characters

### **Profile of ADEON**

Company Name : ADEON Co., Ltd.  
Established : July 2003  
Location : Head office Arakawa-ku, Tokyo, Japan  
Plant Nagaoka-shi, Niigata, Japan  
Capital : 100,000,000 yen  
Shares in Capital : NIPPON SEIKI Co., Ltd. 50%  
OPTREX Corporation 50%  
President : Shinichiro Hayakawa  
Business : Manufacturing OLED display  
Sales : 500,000,000 yen (projected for fiscal 2004)  
Employees : 23

### **Profile of OPTREX**

Company Name : OPTREX Corporation  
Established : July 1976  
Location : Arakawa-ku, Tokyo, Japan  
Capital : 2,500,000,000 yen  
Shares in Capital : Asahi Glass Co., Ltd. 60%  
Mitsubishi Electric Corporation 40%  
President : Shuichi Fukuda  
Business : Manufacturing and sales of Liquid Crystal Displays  
Sales : 95,000,000,000 yen (as of December 2003, consolidated)  
Employees : 400