

# Press Release

MITS1083-OLED-Design-Award-EN

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## **Mitsubishi showcases award winning display at ISE 2012**

**What do Mitsubishi Electric's Diamond Vision OLED screen, ATM cash dispensers, LCD displays, the fax machine and nicotine patches all have in common? The answer is that they have all been honoured in R&D magazine's prestigious R&D 100 Awards.**

Dubbed the "Oscars of Innovation", the R&D 100 awards recognise the world's top 100 breakthrough technology products of the year. Mitsubishi's OLED display technology achieved recognition in the 2011 Electrical Devices category. The team from Mitsubishi Electric's Kamakura R&D facility, headed by Kazuya Maeshima, shared the top prize with development partners Tohoku Pioneer Corporation.

Mitsubishi's Diamond Vision OLED screen is a revolutionary approach to large format displays. Screens are made up of any number of 384mm square modules, each containing 128 x 128 passive OLED pixels. These modules can be assembled in virtually any configuration to create screens of any shape or size. The OLED modules are extremely thin, which allows unique three dimensional screens to be created. In 2011, Mitsubishi revealed the world's first spherical OLED display – the stunning 6m diameter digital representation of the Earth installed at the Miraikan Museum in Tokyo.

At ISE 2012, Mitsubishi will demonstrate the unique versatility of the Diamond Vision OLED screen by recreating a section of the Miraikan globe on its stand, Hall 2 A24. Measuring 3m across, the screen is fully curved in three dimensions. The unique shape, combined with its 3mm pixel pitch and light output of 1,200 cd/m<sup>2</sup>, creates an extremely striking display which is sure to create much interest among visitors to the RAI.

Diamond Vision OLED will form the centrepiece of a stunning digital signage installation at Tokyo's Narita airport later this year. The system – which will be Japan's largest ever digital

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signage project – will feature a 180° concave Diamond Vision OLED screen. Due to complete by Summer 2012, the “Panorama Vision” screen will be the only system of its type in the world.

Visitors to the Mitsubishi Electric stand at ISE 2012, Hall 2 A 24, will have the chance to discover more about its revolutionary OLED display technology, as well as other new display products including a revolutionary 6mm outdoor LED screen system designed for extremely low maintenance and ease of installation.

**For more information**

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