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## **FOR IMMEDIATE RELEASE**

### **IDEMITSU MUSEUM OF ARTS INSTALLS ORGANIC LED TECHNOLOGY FOR THE WORLD'S HIGHEST LEVEL OF COLOR RENDERING**

*Panasonic's New OLED Lighting Module Now Available in North America  
Through Universal Lighting Technologies*

**NASHVILLE, Tenn. (May 7, 2012)** – With the “Yamada Jozan III – Living National Treasure, His Spirit and Ceramics” exhibit now on display at the Idemitsu Museum of Arts in Tokyo, the museum demanded the world’s highest level of color rendering from its lighting system. And that’s exactly what they achieved, thanks to an advanced new Organic Light Emitting Diode (OLED) Lighting Module from Panasonic Corporation Eco Solutions Company.

Due to the timing of the exhibit, Panasonic worked closely with the museum to create a prototype system with the new OLED lighting modules so that it could be up and running even before the product officially hit the global market. In North America, these OLED lighting modules are being marketed through Universal Lighting Technologies, a member of the Panasonic family of companies. OLED lighting modules are ideal for a built-in light source device designed for applications where high color rendering is essential.

At no less than Ra90, this warm white (3,000K temperature color) OLED lighting module offers the world’s highest level of color rendering. It also reduces energy use by up to 85 percent compared to mini halogen lighting fixtures, and it produces very little light in the UV and infrared spectrums, which helps protect light-sensitive materials. Plus, the thin and narrow design (9mm x 11mm) makes it simple to incorporate into a wide variety of lighting fixtures. Each fixture can then be individually dimmed to create the ideal, controllable lighting environment.

What’s more, these OLED lighting modules keep working ten times as long as an ordinary incandescent lamp, and the OLED lighting panel slides in and out of the lighting module for easy and safe replacement without tools.

The OLED lighting panel is manufactured by the PIOL, a joint venture of Panasonic Corporation and Idemitsu Kosan Co., Ltd., established in 2011. Making use of various global networks (including its

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subsidiary, Universal Lighting Technologies), Panasonic Corporation Eco Solutions Company is currently developing and selling OLED lighting modules for application-specific products ranging from lighting fixtures to furniture, cars, and home electronic equipment for various manufacturers worldwide.

To learn more about Panasonic OLED Lighting Modules, call Universal Lighting Technologies at 1-800-BALLAST.

Universal Lighting Technologies, Inc., produces some of the world's most advanced linear fluorescent, compact fluorescent, HID, eHID, and LED solutions for commercial lighting applications, as well as the most cost-effective energy management systems in the lighting industry today. A global leader in research and development since 1947, Universal Lighting Technologies joined the Panasonic family of companies as a wholly owned subsidiary of Panasonic Corporation Eco Solutions Company in 2007. Today, the company manufactures and distributes products under the Universal®, Triad®, Panasonic, Vossloh-Schwabe, DCL®, DEMANDflex™, EVERLINE™, and Signa® brand names.

*Universal Lighting Technologies — Energy Intelligence in Lighting.*

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