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**FOR IMMEDIATE RELEASE**

## **NEW PANASONIC ORGANIC LED TECHNOLOGY COMES TO JAPAN'S NATIONAL MUSEUM OF MODERN ART**

*OLED Lighting Module Now Available in North America  
Through Universal Lighting Technologies*

**NASHVILLE, Tenn. (June 5, 2012)** – Panasonic Corporation Eco Solutions Company was invited to showcase its advanced new Organic Light Emitting Diode (OLED) Lighting Module at the National Museum of Modern Art in Kyoto, Japan—not as an exhibit, of course, but to demonstrate the extraordinary color-rendering properties of the new technology in the real world.

At the request of museum officials, a prototype system with the new OLED lighting modules was designed and installed in time for the “Takeshi Kitamura: Master of Contemporary Weaving” exhibit, which ran from September 16 to October 30, 2011, at the museum. Its performance was outstanding. At no less than Ra90, this OLED lighting module offers the world’s highest level of color rendering. In addition, it produces very light UV and infrared light, which can be harmful to artwork and other light-sensitive materials.

The Panasonic OLED Lighting Modules will be marketed in North America by Universal Lighting Technologies, a member of the Panasonic family of companies. They are available to OEMs as a built-in light source device for lighting fixtures designed for applications where high color rendering is essential, such as museums. In addition to superior color rendering, these OLED products also reduce energy use by up to 85 percent compared to mini halogen lighting fixtures. The thin and narrow design (9mm x 11mm) makes them simple to incorporate into a wide variety of lighting fixtures. Each fixture can then be individually dimmed to create the ideal, controllable lighting environment. Plus, 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 safe, simple 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 subsidiary, Universal Lighting Technologies), Panasonic Corporation Eco Solutions Company is

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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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