

News Release

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Cover glass for smartphones and tablets New Brand < **Dinorex**TM >

Nippon Electric Glass Co., Ltd. (Head Office: Otsu, Shiga, President: Masayuki Arioka) (NEG) has launched < **Dinorex** >, a new brand of glass for chemical strengthening for the cover glass of smartphones and tablets. This coincides with the company's exhibition in FPD China 2014 (at Shanghai New International Expo Centre) held in Shanghai, China from March 18 in their efforts to expand sales worldwide.

NEG released the new cover glass products onto the market last year and started sales on a full-scale. However, considering the importance of building awareness of their products among touch panel manufacturers and end users in order to further expand their business, the company decided to launch the new brand < **Dinorex** > integrating all the current <T2X series> cover glass.

NEG created the name < **Dinorex** >, meaning king of the dinosaurs. They chose this name based on the image of Tyrannosaurus, known to be the strongest of the dinosaurs, to indicate the strength and toughness of the products against cracking and scratches, and because they wanted a strong-sounding name that leaves a lingering impression.

Demand for cover glass is projected to increase further with the growth of the touch panel market. Presently, NEG has about a ten percent global share of the high quality aluminosilicate cover glass market. By establishing the < **Dinorex** > brand in the smartphone, tablet, and touch panel markets, the company is enthusiastic about expanding sales, with the aim of acquiring a 20 percent share by the next fiscal year.

<Outline of New Brand>

1. Intended products: Cover glass of smartphones, tablets, etc.
(Glass for chemical strengthening)
2. Brand Name: < **Dinorex** >
3. Origin of Name: Combination of "Dinosaur + Rex ("king" in Latin)"
4. Logo and Character:



[Remarks]

1) < **Dinorex** > line-up and features

◆ **T2X-1 (High Strength type)**

Compared to existing products, the time of the chemically strengthening process can be sharply reduced (by about 25%), contributing to a dramatic enhancement of the productivity of the glass, while maintaining the sought-after strength (resistance to scratches, resistance to impact). It is already being adopted as the cover glass of smartphones and tablets of several leading brands.

◆ **T2X-0 (Built-in Touch sensor type)**

Strengthening characteristics can be precisely controlled to support a slimming and productivity improvement of touch panels. Chemical strengthening is carried out on large pieces of glass first, which are then cut to the required shape after forming multiple touch sensor circuits. At present, it is available in sizes up to G6 (1,500 x 1,850mm) and thickness over to 0.4mm

For both products, a wide range of thickness needs can be met by making use of the overflow process. As the glass itself is uncolored, it has very high optical transparency compared to existing products, making it an optimum material for the color reproducibility required with the increasing high resolution of smart devices such as smartphones and tablets.

2) Products

