

News Release

 **Nippon Electric Glass Co.,Ltd.**

Administrative Division
Tel: +81-77-537-1861 (Direct)

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NEG's Invisible Glass™ Employed at Backes & Strauss Salon at Franck Muller Watchland Osaka

—Minimizing glare to show the fascinating glitter of jewelry watches—

Invisible Glass™ manufactured by Nippon Electric Glass Co., Ltd. (Head Office: Otsu City, Shiga Prefecture, President: Masayuki Arioka) (NEG) has been employed for showcases in a flagship shop of Franck Muller Watchland (*1), a group of global luxury watch brands.

Specifically, Invisible Glass™ has been used for all showcases built into walls of Backes & Strauss Salon (*2), which was opened inside Franck Muller Watchland Osaka in spring 2013.

Glass showcases have the benefit of preventing products from being stolen or damaged by enabling customers to see products clearly without directly touching them, whereas reflection or glare caused by store lighting on glass showcases may make it hard for customers to appreciate the real quality of products. Invisible Glass™, which can minimize glare unique to glass with high-performance anti-reflecting coatings, has been highly valued for its merits of being able to show fascinating glitter and texture of Backes & Strauss diamond products.

Invisible Glass™ has been employed for showcases not only at luxury watch and jewelry shops, but also at museums. NEG is currently working on a project to apply Invisible Glass™ to touch screens for smartphones and tablets as well as to monitors for various devices for anti-reflection purposes. NEG will further develop Invisible Glass™ for a wide variety of applications.

(*1) Franck Muller Watchland

A group of global luxury watch brands, including Franck Muller, Backes & Strauss, Pierre Kunz and Cvstos. Franck Muller Watchland Osaka is the group's flagship shop in the Kansai Region.

(*2) Backes & Strauss

A luxury watch brand launched by the world's oldest diamond company and one of the dominant brands of Franck Muller Watchland Group. Renowned for its superb design for diamond products. Backes & Strauss Salon is Franck Muller Watchland's first salon in the world specializing in and displaying Backes & Strauss brand products.

(Appendix)

■ Features of Invisible Glass™

The thickness of anti-reflecting coatings is precisely controlled at the nanometer order to dramatically reduce visible light reflection to the human eye. The minimum luminous reflectance* of Invisible Glass is 0.08%, far below that of bare glass (approx. 4%).

The performance of Invisible Glass™ far exceeds that of the conventional low-reflection glass and acrylic sheets, which have been often used for showcases at luxury jewelry shops and other places.

* Luminous reflectance: the rate of reflection of visible light to the human eye

■ Comparison between Invisible Glass™ and bare glass without anti-reflecting coatings



In this example display, there is no noticeable reflection or glare on Invisible Glass™ (left), while there is some glare from the ceiling lighting on bare glass (right), and the picture on the right looks a little bit dull in color.

■ Applications of Invisible Glass (examples)

- GINZA TANAKA Main Store (showcases)
- MIYAMOTO SHOKO Ginza Main Store (showcases)
- The National Museum of Modern Art, Kyoto (showcases)
- Seiji Togo Memorial Sompo Japan Museum of Art (protective covers for painting)
- Chiba University Hospital (X-ray room)
- Forensic Autopsy Room, Akita University School of Medicine (windows for visitors and a CT monitor)



Display in a showcase with Invisible Glass™



Backes & Strauss Salon at Franck Muller Watchland Osaka