

For immediate release

TAIYO YUDEN to Appear at China Hi-Tech Fair ELEXCON2014

"Start! NEXT" - TAIYO YUDEN Contributes to a Better Future

TOKYO, November 10, 2014 – TAIYO YUDEN CO., LTD. announced today that the company will appear at China Hi-Tech Fair ELEXCON2014 that takes place from Sunday, November 16th through Friday, November 21th at Shenzhen Convention & Exhibition Center (Guangdong Province , China). The TAIYO YUDEN booth will highlight the theme "*Start! NEXT" - TAIYO YUDEN Contributes to a Better Future*" and will be divided into three zones;

- 1) the Industrial Equipment ZONE
- 2) the Car Electronics ZONE
- 3) the Consumer Equipment ZONE

We will be displaying our latest, cutting edge, Super High-End Products and the NEXT High-End Products that apply TAIYO YUDEN's state of the art, leading technologies and solutions that result in the optimum use of these products.

In the Industrial Equipment ZONE you will see demonstrations and we will introduce solutions that include high-speed visible light communication that enable high-speed communication under water, and digital darts that use Bluetooth® Smart modules. In the Car Electronics ZONE there will be demonstrations of modules that combine large-sized lithium ion capacitors and lighting based on LED headlight driver modules, as well as high-reliability products. In the Consumer Equipment ZONE, you will see the introduction of the world's smallest capacitors and inductors in the 004002 size (0.10 x 0.05mm) range as well as the world's first multilayer ceramic capacitor with a high capacitance of 470 μ F at this size.

THE MAIN STAGE: The main stage will feature presentations and important information about TAIYO YUDEN products that provide solutions to the market and the growing digitized applications in car electronics, industrial devices, healthcare and the environment, and energy, as well as consumer devices typified by smartphones and tablets.

Details of the exhibits are as follows.

Industrial Equipment ZONE: Industrial Robots/FA, HEMS, Communication Infrastructures, Medical/Health Care, etc

1. High-Speed Visible Light Communications
2. Optical Displacement Sensors
3. WSN (Wireless Sensor Network)
4. Multi functional fine surface coating

Car Electronics ZONE: Car Infotainment, Car Bodies (for safety, power trains), etc.

4. Products for High Reliability Usage
5. Lithium Ion Capacitor Modules
6. LED Drivers for Automotive Applications

Consumer Equipment ZONE: Smartphones, Tablet Devices

7. Multilayer Ceramic Capacitors
8. Inductors and Noise Suppression Components
9. Communication Devices
10. Piezoelectric Actuators

In addition to all this, there will be many more solutions on display and demonstrations given. We hope to see you at the TAIYO YUDEN booth. There will be prizes and appreciation gifts for participants providing feedback and discussion. Please come and join us.

* Details of the China Hi-Tech Fair ELEXCON2014 TAIYO YUDEN booth (2D55) are available on the [Event Information page](#) of the TAIYO YUDEN website.