

For Immediate Release

TAIYO YUDEN to Appear at CEATEC 2020 ONLINE

SMART Create Our New Normal

TOKYO, October 7th, 2020—TAIYO YUDEN CO., LTD. announced today that the company will appear at CEATEC 2020 ONLINE, which takes place online from Tuesday, October 20th through Friday, October 23rd.

The TAIYO YUDEN booth will highlight the theme SMART Create Our New Normal.

We will introduce the following product, among others.

● Smart shoes equipped with a *Bluetooth*® 5 compatible wireless communications module

Smart shoes equipped with an ultra-small wireless communications module analyze data such as pace and landing force while a person is running, which can be used for coaching. A demonstration movie of the product will also be available.

■ CEATEC 2020 ONLINE

Event date	October 20th (Tuesday) through October 23rd (Friday), 2020 After this period, archives will be on public view until late December 2020.
Venue	CEATEC 2020 ONLINE TAIYO YUDEN booth site https://online.ceatec.com/event/92/booth/1011 Advance registration at CEATEC is required for viewing.

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