

NICHIA NSSM032: The True Outdoor SMD

Raising the Bar for Outdoor Displays



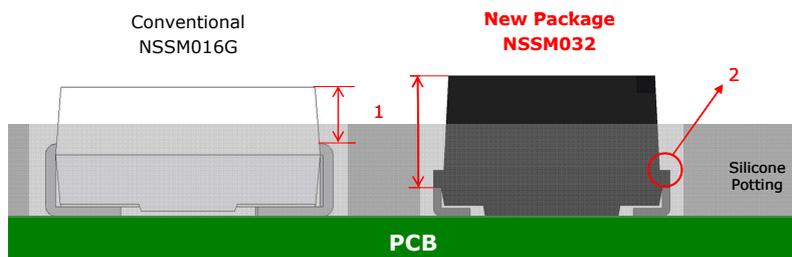
Tokushima, Japan, June 15, 2012 – Nichia Corporation, the world leader in LED technology, announces the release of a new surface mount LED device (SMD) for outdoor full color display applications. Nichia part number “NSSM032”, this product provides for a new class of LED screen image quality and waterproof capability.

The Nichia 032 package challenges the conventional wisdom on SMD robustness against water intrusion. It is a true surface mount device for all weather applications. Waterproof and silicone potted, NSSM032 is easily integrated by users due to the thicker package size and lower position of leads. The black external package color provides high contrast ratio for superior image definition.

A higher level of outdoor screen image quality can be realized with NSSM032. Crisp and clear images, even when viewed from wide angle, are realized with NSSM032. NSSM032 is raising the standard of image definition for outdoor displays such as sporting arenas, advertisement billboards and retail displays, where both wide viewing angles and long viewing distances are required.

NSSM032 samples are now available for evaluation. For production quantity lead times, please contact your Nichia LED sales representative or the nearest Nichia sales office. For general inquiries, please visit www.nichia.co.jp or <http://www.nichia.com>.

Fig. Features of NSSM032



1. Thicker package size and lower position of leads make easy silicone potting.
2. Optimized package design for better adherence of silicone potting and LED.

About Nichia: Headquartered in Tokushima, Japan, Nichia is the world’s largest supplier of LEDs. It designs, manufactures, and markets LEDs for displays, LCD back lightings, automotives and general lighting applications with the broadest product portfolio across the entire visible spectrum. Nichia strengthens its leadership position through innovation, in-depth research and development, and continuous investments in manufacturing and quality excellence. Nichia’s invention and development of white LEDs has been the foundation of the global advancement of energy efficient, environmentally friendly solid state lightings.