

News release

NICHIA LEDs with tinted encapsulation boost contrast in outdoor video displays

High-contrast NSSM332B LED series enhances vividness of image detail

Tokushima, Japan – 19 August 2020: Building on over 25 years of LED manufacturing expertise dedicated to the video display market, Nichia announces NSSM332B – the newest addition to its surface-mount (SMD) LED portfolio. The NSSM332B is an innovative three-cavity, 2828 package design (dimensions: 2.8 x 2.8 x 2.5 mm) with tinted encapsulation to provide enhanced contrast to outdoor screens. The unique design takes full advantage Nichia's latest die and packaging technology, and offers increased brightness and efficacy to complement the high-contrast properties. For an 8mm pitch display at 7,000 Nit, the NSSM332B has an estimated power dissipation of only 26.6mW, which is greater than 50% savings in energy, compared to a typical black package.

Developed as an optimum solution for a wide range of outdoor displays such as those used for advertising and live spectator events among other applications, the near perfect color over angle allows for exceptional video image from any viewpoint. Once integrated into HD display screens, the LEDs can create a more vibrant and captivating viewing experience by improving picture detail.

Scheduled to ship in September 2020, the NSSM332B exemplifies NICHIA's efforts to set a new standard of quality and further delivers on its brand promise of presenting 'Light so Good.'

Mr. Tadahiro Takakura, General Manager of Display Business Planning in Nichia Corporation, said: "Outdoor display applications have unique requirements. With this new series of high-contrast, high-brightness surface-mount LED emitters, we're meeting the additional needs our customers have requested while still delivering proven efficiency, reliability and performance they have come to expect from all our solutions."

About NICHIA Corporation

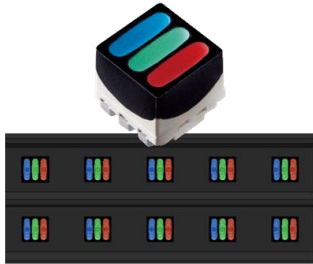
Having 'Ever Researching for a Brighter World' as a motto, NICHIA takes great pride in being the technology leader and world's largest LED manufacturer. Founded in 1956 as a specialist chemical producer, NICHIA quickly became the leader in luminescent materials (phosphors). Nichia later developed and commercialized the first high brightness blue LED in 1993 and the first white LED in 1996. Additional nitride-based LEDs in various colors were developed, including ultraviolet and visible laser diodes. NICHIA believes that its products will remain at the forefront of energy efficient solutions throughout the world for years to come.

NICHIA will continue to be a company that makes contributions to the world by evolving its original and unique technologies and 'Ever Researching for a Brighter World'.

For more information, visit www.NICHIA.com

*NSSM332B is a part number.

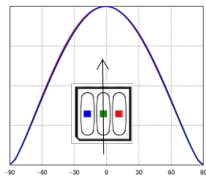
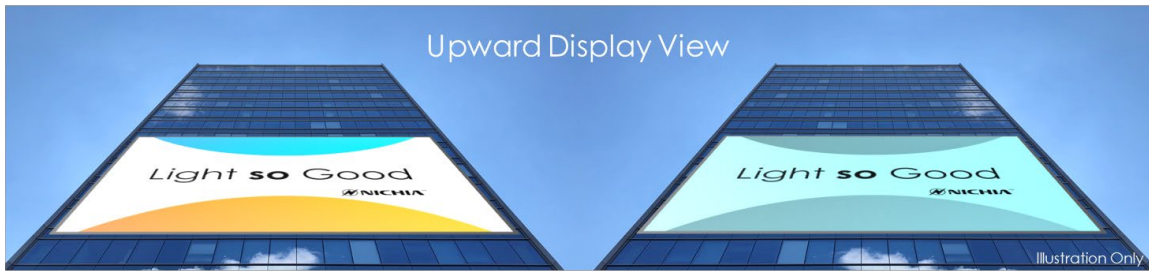
NSSM332B



Front Display View



Typical LED



Consistent color over angle



Color-shift over angle

