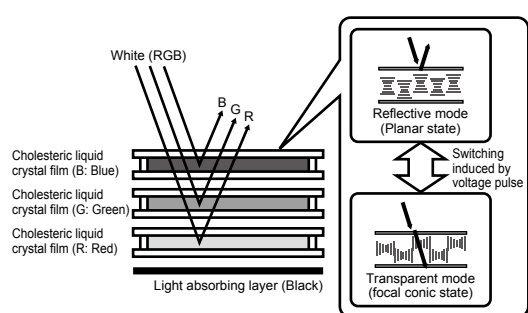


# Electronic Paper

Electronic paper is an exciting new media, combining the advantages of printed material—easy to read, lightweight and thin, zero power consumption—and of displays—rewriteability, convergence with digital



Cross-Section of Fujitsu's Electronic Paper

information, and resource-saving. Electronic paper is expected to be used in electronic books, as well as a host of other applications, ranging from displays for a variety of electronic devices and IC cards, to advertisements, electronic shelf display tags, and electronic sign boards.



3.8-inch display area, mono-color type electronic paper (Announced July 2005)

Fujitsu Limited, Fujitsu Laboratories Limited and Fujitsu Frontech Limited have been jointly developing electronic paper using reflective cholesteric liquid crystal films. In July 2005, we announced the successful development of a film substrate-based electronic paper capable of displaying 4,096 colors. Prior to that, most electronic paper displayed monochrome or single colors. In contrast, Fujitsu's electronic paper boasts a number of distinguishing merits: bright enough to be used comfortably, the display of multiple colors, 1mm thickness, flexibility enabling display even when the screen is bent, and continuous display of same image without need for electricity.

In January 2006, this technology was used for electronic shelf display tags in the Japan Future Store Project, an experimental trial of electronic tags sponsored by Japan's Ministry of Economy, Trade and Industry (METI). Subsequently, in February 2007, SOFTBANK TELECOM Corp. used this technology in the prototype of a public wireless LAN-connected electronic paper terminal.

In terms of commercially available products, in April 2007, Fujitsu Frontech unveiled FLEPia, the world's first portable information terminal to feature color electronic paper. Sample shipments are planned from the end of October 2007.

[Reference URLs]

Fujitsu Laboratories Limited

Easy explanation of electronic paper

<http://jp.fujitsu.com/group/labs/en/business/activities/activities-4/e-paper.html>



FLEPia (Announced April 2007)