

MicRoad

ORIGINALITY OPENS THE WAY



ATSUGI MICRO Company Newsletter

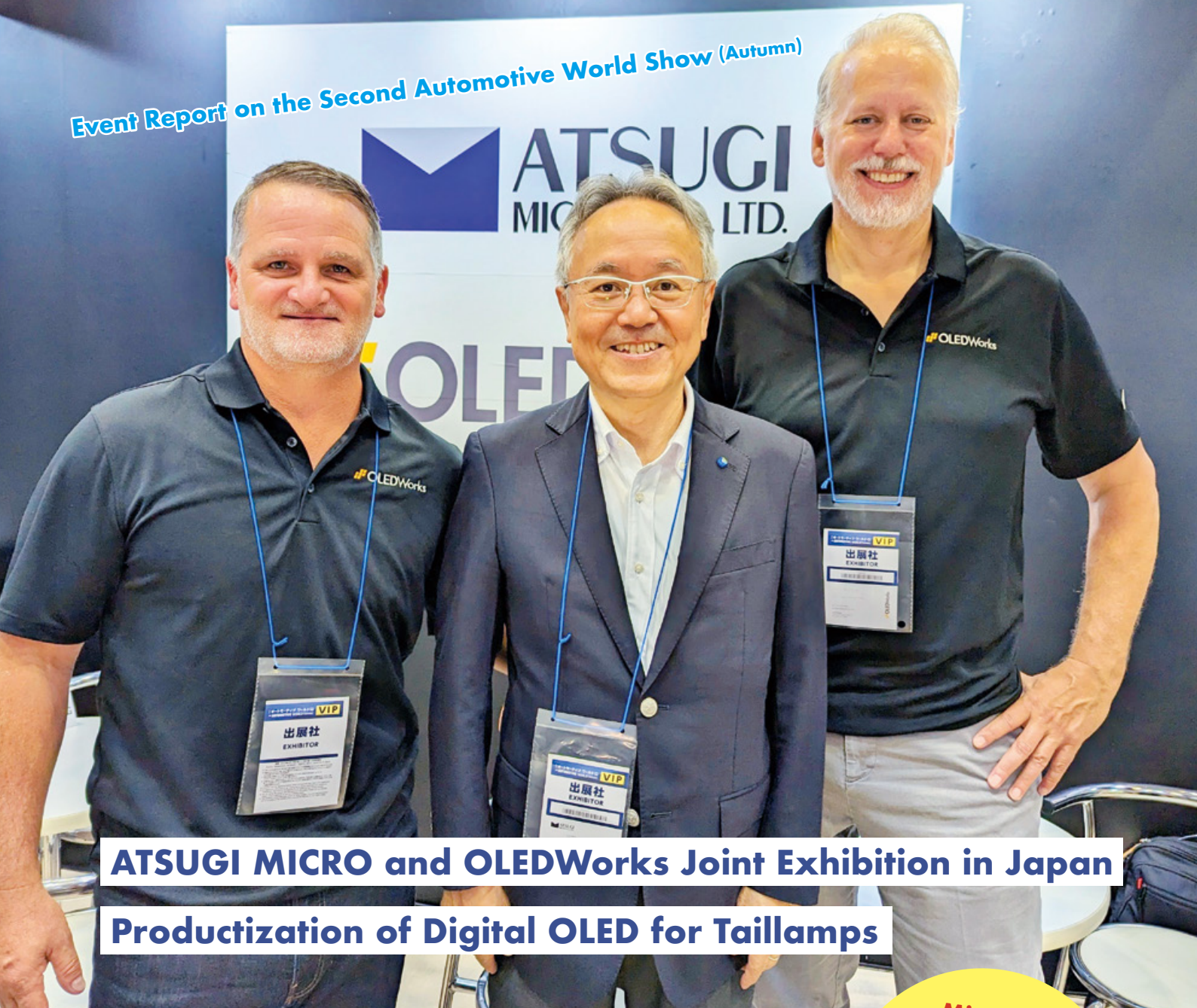
2023

Autumn/Winter

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ATSUGI
MICRO CO., LTD.

Event Report on the Second Automotive World Show (Autumn)



ATSUGI MICRO and OLEDWorks Joint Exhibition in Japan

Productization of Digital OLED for Taillamps

We exhibited our products at the Second Automotive World Show (Autumn at Makuhari Messe). This joint exhibition with OLEDWorks marks their first participation in the exhibition in Japan. Over the course of three days from September 13 (Wednesday) to 15 (Friday), attendance at the Automotive World Show reached 25,161 visitors, the largest turnout since the onset of the COVID-19 pandemic (Source: Automotive World Show's website). The number of visitors to our exhibition booth exceeded 100 each day, surpassing the visitor count at the previous Technical Show Yokohama. (continued on the inside page)

MicRoad

MicRoad was named after "Micro" of ATsUGI MICRO, and the "Road." We envision a road that connects a company and its employees. We are imbuing this name with the desire to share the achievements of each employee and the future we aspire to as a company.

ATSUGI MICRO and OLEDWorks Joint Exhibition in Japan Productization of Digital OLED for Taillamps

This time, OLEDWorks has collaborated with us to make its debut in Japan, aiming to expand its presence in the Japanese market, an area it has not focused on until now. We were showcasing the currently adopted OLED taillamp (digital OLED) modules as well as next-generation modules under development, including bendable modules. We were able to directly convey the excellence of our technology, including OLED taillamps which represent a part of our processing techniques. Visitors expressed a strong interest in our products.

Particularly, the 3D circuits and see-through circuits showcasing ATSUGI MICRO's processing techniques drew interest from those from automotive-related companies and automotive parts manufacturers. Furthermore, it seems that flexible substrates and wafer lenses garnered interest from a great variety of industries. Our strength lies in the capacity to pattern three-dimensional objects using photolithography techniques that challenge traditional printing techniques. Our Sales, Manufacturing Technology, Production, Quality Assurance, and Production Management Departments are all located on the same floor, creating an environment where they can quickly collaborate on projects. Even

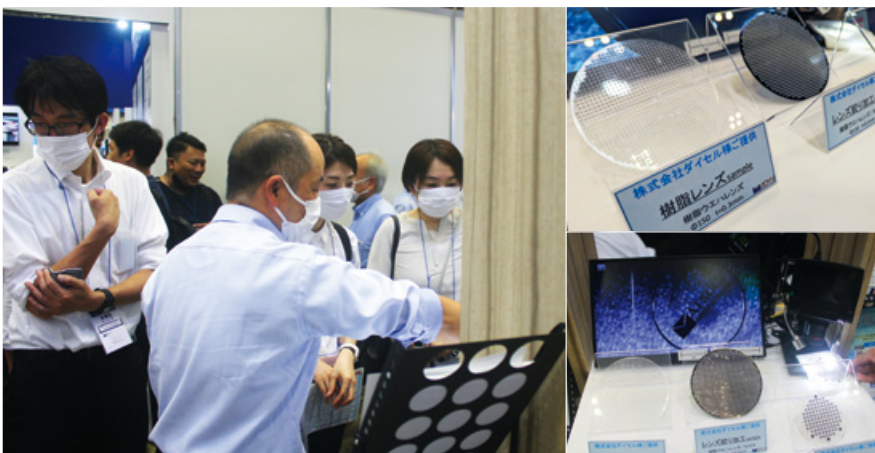


Photolithography is a patterncreation technique that applies photographic development technology.

for requirements from customers that initially seem challenging, our teams quickly gather, start by putting everything on the table and proceed with trial and error. We unite to sincerely address customers' concerns. We were able to convey this dedication to those who visited our booth, making the time worthwhile.

Our booth was in a prominent place, and the decorations and displays were bright and lively, with eye-catching taillamps. We constantly had visitors at our booth.

Compared to our experiences at previous exhibitions, it seemed visitors' interests and the displays were closely related, resulting in numerous inquiries. The exhibition turned out to be an unprecedented opportunity, paving the way for new possibilities in new fields.



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- 1. Our booth at the exhibition
- 2.3. Wafer display
- 4. Flexible circuit display
- 5. 3D circuit display
- 6. Audi taillamp

