

News Release

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Commercialization of OLED Lighting for Makeup Under Guidance of Shiseido's Hair & Makeup Artist

Pioneer Corporation is promoting OLED lighting as a new business. OLED lighting is regarded as a promising next generation lighting technology, and since commencing the commercial production of lighting panels in 2011, Pioneer's OLED is being employed in many commercial facilities and medical settings.

Pioneer, in collaboration with Shiseido Co., Ltd. (hereinafter "Shiseido"), is developing beauty applications that capitalize on the feature that the color of light produced by OLED is close to natural light.

Pioneer's OLED "OLE-B01" has now been introduced for use in beauty counseling at SHISEIDO THE GINZA (Ginza, Chuo-ku, Tokyo), "comprehensive beauty facility" operated by Shiseido. Developed to coincide with the introduction of the new makeup course that will be offered by Shiseido from April 1 (Tue), this model is commercialized for the exclusive use of Shiseido under the guidance of Shiseido's Hair & Makeup Artist Ms. Noriko Ookubo.

As well as producing light that very closely approximates the color of natural light, the device is adjustable for both brightness and color to suit a variety of scenarios, including offices and parties, helping to ensure that makeup is appropriate for the setting.

【Features of "OLE-B01" OLED lighting for the Exclusive Use of Shiseido】

~ Produces light that is perfectly suited to makeup for a variety of settings ~

- ✓ Emits color that is close to natural light and has excellent visibility, making color appear more natural
- ✓ The entire surface emits light, which makes it gentle on the eyes
- ✓ Equipped with 3 makeup mode settings (natural light, office, lounge) to suit the usage scenario
- ✓ Equipped with 12 relaxation mode settings to match the mood
- ✓ Comes with remote control for easy dimming and color tuning
- ✓ Thin, uncomplicated design
- ✓ Environmentally friendly as it contains no mercury or other environmental hazardous materials

