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**FOR IMMEDIATE RELEASE**

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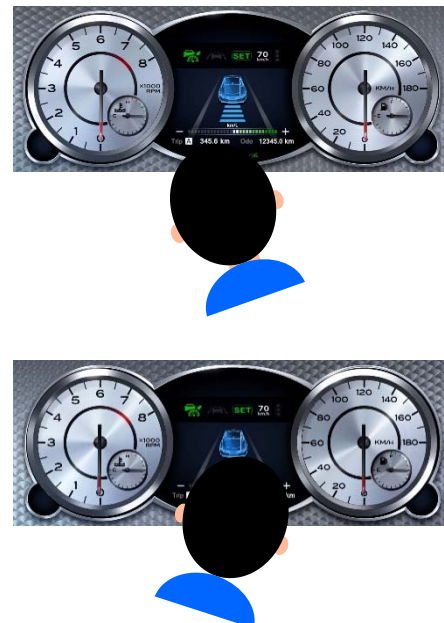
## **New Technology Develops Metallic-like Surfaces in Displays**

*Adjusts gloss and shading in real-time according to the person's viewing angle*

**TOKYO, February 14, 2018** – [Mitsubishi Electric Corporation](http://www.MitsubishiElectric.com) (TOKYO: 6503) announced today that it has developed a realistic “texture expression” technology, named Real Texture, that makes vehicle displays and digital signage appear to be realistic metallic-like surfaces for added viewing appeal. Real Texture is expected to be commercialized for vehicle instrument panels and signage displays in the near future.



Real Texture implemented in a car instrument panel



Gloss and shading change in real time according to viewing angle

### **Real Texture Features**

- Calibrates contrasting light and shade to produce realistic surface textures of various materials.
- Simulates light reflection according to the tracked position of the viewer's face.
- Constructs stereographic images by simulating the reflective properties of real materials.
- Creates beautiful representations of materials such as metals and glass.
- Consists of 2D flat display (parallax stereographic display not required) and camera to track viewer's facial position.

### **Background**

Reflecting the rising popularity of virtual reality and augmented reality, consumers are increasingly demanding products that offer highly realistic images. Mitsubishi Electric's new Real Texture display technology enables screens to achieve realistic surface textures based on the reflectance properties of actual materials.

### **Patents**

Pending patents for the technology announced in this news release number four in Japan and three outside of Japan.

### **Design Registration**

Pending design registrations for the design related to the technology announced in this news release number two in Japan.

*Real Texture is a trademark of Mitsubishi Electric Corporation.*

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### **About Mitsubishi Electric Corporation**

With over 90 years of experience in providing reliable, high-quality products, Mitsubishi Electric Corporation (TOKYO: 6503) is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, transportation and building equipment. Embracing the spirit of its corporate statement, Changes for the Better, and its environmental statement, Eco Changes, Mitsubishi Electric endeavors to be a global, leading green company, enriching society with technology. The company recorded consolidated group sales of 4,238.6 billion yen (US\$ 37.8 billion\*) in the fiscal year ended March 31, 2017. For more information visit:

[www.MitsubishiElectric.com](http://www.MitsubishiElectric.com)

\*At an exchange rate of 112 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2017