

Epson Announces User-Friendly EPD Controller Module

- New module an ideal choice for accelerating product time-to-market -



- Munich, November 12, 2012 –

Seiko Epson Corporation ("Epson", TSE: 6724), a global supplier of imaging products and semiconductor solutions, today announced a newly developed e-paper display (EPD) controller module. The S4E5B001B000A00, which measures only 2.3 cm x 2.3 cm, consists of the key electronics elements necessary for an E Ink EPD-based product such as Epson's high-performance EPD controller (S1D13522), a power management IC (PMIC), 4-Mbit flash memory for command/waveform storage, and an on-board 26-MHz crystal oscillator.

The EPD controller (S1D13522) mounted on the module is an industry-proven multi-pipeline EPD controller that has already been widely adopted by various e-book manufacturers. It reduces CPU overheads for EPD applications by allowing multi-regional and concurrent display updates, picture-in-picture, rotation, transparency and hardware cursor functions to achieve the optimal display experience.

Epson believes that the S4E5B001B000A00 is an ideal choice for any customer who seeks to easily develop EPD applications without needing to go through a complex technical learning process, and which has the potential to accelerate time-to-market for EPD-related products.

"We applaud Epson for constantly innovating their semiconductor offerings," said Sri Peruvemba, CMO, E Ink. "The new module will reduce design time and complexity for customers and will help open up new markets."



“In recent years, Epson has mainly concentrated on providing unique EPD controller products to e-book customers. Our next goal is to expand our product lineup to include industrial and other promising new applications,” said Kazuhiro Takenaka, deputy chief operating officer of Epson’s Microdevices Operations Division. “Customers are already designing products using our module and we expect to see many more opportunities as we move forward.”

To further assist customers integrate EPDs into their products CPU companies expect to release reference designs featuring the S4E5B001B000A00 in the fourth quarter of 2012. Samples of the S4E5B001B000A00 are available from today, and production is expected to start in December 2012.

Epson plans to demo the S4E5B001B000A00 at Electronica 2012 in Munich, Germany (November 13 to 16).

For documentation and further details about the S4E5B001B000A00, please see the following link:

http://www.epson.jp/device/semicon_e/product/lcd_controllers/#ac08

Global customer inquiries:

Please locate your regional Epson electronic device sales office at http://www.epson.jp/device/e/device_worldwide.htm

About E Ink Holdings

Founded in 1992 by Taiwan's leading papermaking and printing group YFY (1907.TW), E Ink Holdings Inc. "E Ink" (8069.TW) is the pioneer of TFT and ePaper business in Taiwan. Its corporate philosophy aims to deliver revolutionary products, user experiences, and environmental benefits through advanced technology development. This vision has led to its continuous investments in the field of ePaper display as well as its 2008 acquisition of Hydix Technologies, manufacturer of the world's best wide viewing angle LCDs and its 2009 acquisition of E Ink Corp., the worldwide leader in ePaper. Listed in Taiwan's GreTai Securities Market and the Luxembourg market, E Ink is now the world's largest supplier of displays to the eBook market. For corporate information, please visit www.einkgroup.com; for EPD information, please visit www.eink.com / tw.eink.com; and for FFS information, please visit www.hydis.com.

About Epson

Epson is a global imaging and innovation leader whose product lineup ranges from inkjet printers and 3LCD projectors to sensors and other microdevices. Dedicated to exceeding



the vision of its customers worldwide, Epson delivers customer value based on compact, energy-saving, and high-precision technologies in markets spanning enterprise and the home to commerce and industry.

Led by the Japan-based Seiko Epson Corporation, the Epson Group comprises more than 81,000 employees in 97 companies around the world, and is proud of its ongoing contributions to the global environment and the communities in which it operates.
<http://global.epson.com/>

About Epson Europe Electronics GmbH

Epson Europe Electronics GmbH is a marketing, engineering and sales company and the European Headquarters for electronic devices of the Seiko Epson Corporation, Japan.

Since 1989 headquartered in Munich/Germany with 60 employees, Epson Europe Electronics GmbH has several European sales representatives and has a European-wide network of distributors. Epson Europe Electronics provides value added services for Semiconductors and Quartz Devices targeted to the mobile communication, automotive and home visual market. Epson products are recognized for energy saving, low power, small form factors and rapid time to market.

Information about Epson Europe Electronics GmbH is available in the Internet under www.epson-electronics.de

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