

November 14, 2019

**PRESS RELEASE**

KOITO MANUFACTURING CO., LTD.

**KOITO's BladeScan™ ADB Won "CES2020 Innovation Awards"**



KOITO MANUFACTURING CO., LTD. ("KOITO") (Head Office: Minato-ku, Tokyo; President: Hiroshi Mihara) announces that KOITO's world's first "BladeScan™ ADB"<sup>\*1, 2</sup> won "CES2020 Innovation Awards" by the world's largest consumer electronics show, "CES" sponsored by the CTA (Consumer Technology Association).

The "CES Innovation Awards" are given to the companies or products with excellent designs or innovative technologies that will be exhibited at CES. This is the first time for KOITO to win this prize.

The award-winning "BladeScan™ ADB" emits LED light to 2 fast-revolving blade mirrors (reflectors) and lights forward vision by using the residual image effect. By turning on/off 12 LEDs in line with the rotation of blade mirrors, BladeScan™ ADB ensures high-resolution light distribution equivalent to the use of 300 LEDs and minimizes shading area.

The system enables to illuminate vicinity of oncoming vehicles and preceding vehicles or an area between them, and helps driver to early detect crossing pedestrians, thus contributes to reduce traffic accidents.

KOITO is committed to further pursue the cutting-edge technologies and to develop "customer-first" products in order to enhance the safety and comfort of motorization society.

[Outline of the prize awarded to KOITO]

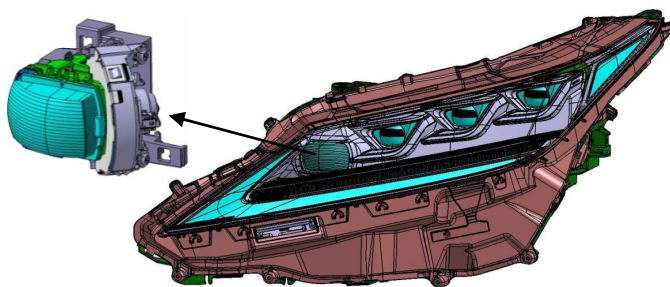
1. Product: BladeScan™ ADB
2. Category: Vehicle Intelligence and Transportation
3. Description of the development: By turning on/off 12 LEDs and controlling 2 fast-revolving blade mirrors, BladeScan™ ADB ensures high-resolution light distribution and illuminates vicinity of oncoming vehicles and preceding vehicles while minimizing shading area. BladeScan™ ADB helps driver to early detect pedestrians, thus contributes to reduce traffic accidents.

\*1. "BladeScan™" is a trademark or registered trademark of KOITO.

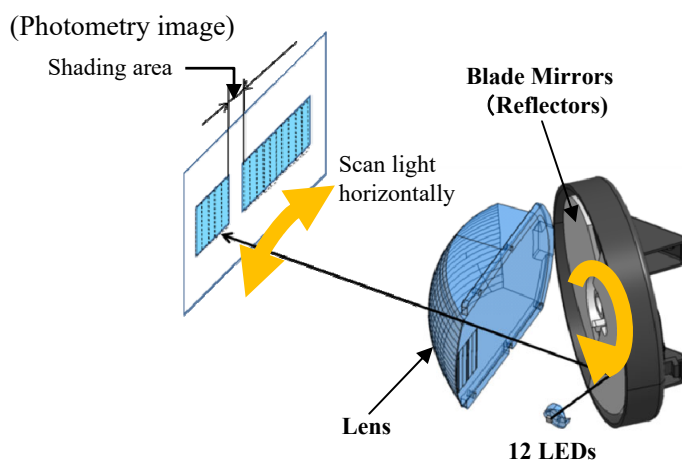
\*2. ADB: Adaptive Driving Beam

(Reference)

■ BladeScan™ ADB Unit



■ Principle of BladeScan™ ADB



■ Merit of BladeScan™ ADB

BladeScan™ ADB enables driver to detect further pedestrians by illuminating vicinity of oncoming vehicles and preceding vehicles.

【Driver's view】

(BladeScan™ ADB)



(Conventional ADB)



【Aerial view】

(BladeScan™ ADB)



(Conventional ADB)

