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## **ZEON Launches a brand-new Retardation Film with Innovative, Industry-Leading Technology**

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October 15, 2007

ZEON Corporation (President: Naozumi Furukawa) will begin marketing its ZD series, a brand-new grade of cross-stretched Retardation film that represents the latest development of new ZEONOR® films. ZD series is to be produced at Toyama Plant of Optes Inc. (President: Noriaki Wakamatsu), a wholly owned subsidiary of ZEON Corporation.

ZD series is manufactured through a new technology that significantly improves processes such as punching and pasting the Retardation film while reducing the amount of protective film used for Retardation plates, resulting in overall cost reductions and thinner Retardation plates.

Retardation films are used in LCDs for optical compensation and are generally produced by vertically or horizontally stretching transparent polymer film. However, with conventional technology, the mainstream method used in pasting the Retardation film and Retardation plate involves punching the Retardation film and batch pasting, restricting the liquid crystal modes to which the successive roll-to-roll pasting method can be applied.

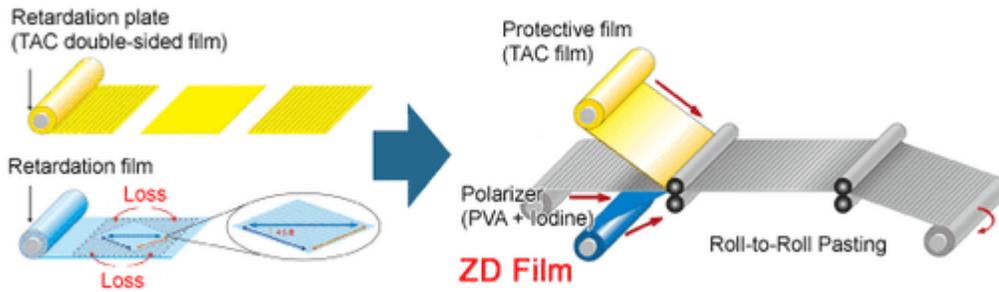
The newly developed technology is characterized for its ability to freely control the direction of electron alignment and can be applied to all types of liquid crystal modes, enabling roll-to-roll pasting between the Retardation film and Retardation plate.

ZEON will start applying this technology in the production of films mainly used in medium- to small-scale devices such as cellular phones and game machines that represent the primary market for roll film, and will expand sales to take advantage of the broad range of applications for this technology.

ZEON has been developing the technology by using the actual equipment of a 5 million m<sup>2</sup> per year's production capacity at Takaoka Manufacturing Division of the Optes Toyama Plant (Futagamishin, Takaoka City, Toyama Prefecture). ZEON is pleased to announce the formal launch of sales today, having confirmed the viability of its commercial use by customers.

### **Supplementary explanation**

#### **1.Change from Batch Processing to Successive Pasting Processing**



## 2. Achieves Thinness with Fewer Protective Films (TAC Film)



✉ For further information

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