

## Press Information

### **KYOCERA Corporation wins iF DESIGN AWARD 2022 for “Moeye” Concept Car and “Anshin SMARTPHONE”**

**Kyoto/London, 09. June 2022.** KYOCERA Corporation has announced that two product designs – the “Moeye” autonomous vehicle concept car and the “Anshin SMARTPHONE” (KY-51B) – were awarded Germany’s prestigious iF DESIGN AWARD for 2022.

#### **Kyocera Concept Car wins “Product Concept” Professional Concept**

The autonomous vehicle concept car “[Moeye](#)” was developed as Kyocera’s second concept car featuring Kyocera’s proprietary automotive technologies. Moeye’s unique technologies optimize the driving experience by integrating the human senses of sight, sound, touch, and smell, plus a futuristic aerial display, next-generation optical camouflage technology to create a transparent dashboard, audio, lighting, and fragrance. With unique technologies designed to improve the passenger experience, Moeye provides a distinctive preview into the future of autonomous mobility.



#### **Kyocera Smartphone wins “Telecommunications” Product**

The “[Anshin SMARTPHONE](#)” ([Japanese only](#)) (KY-51B) is a full-featured smartphone with secure and easy-to-use functions ideal for first-time smartphone users, particularly senior citizens. This Japan-made device is available for the Japanese market only in pink gold and navy.



#### **About the iF DESIGN AWARD**

The iF DESIGN AWARD is sponsored by the International Forum Design GmbH and is known as one of the most prominent and prestigious international design awards, judging industrial products worldwide. Kyocera won the Design Award for the second consecutive year and this is the Company’s first win in the Professional Concept category.

Kyocera will continue to develop valuable, innovative designs that support comfortable lifestyles and communication for all and envision a dreamy future.



For more information on Kyocera: [www.kyocera.co.uk](http://www.kyocera.co.uk)

## About Kyocera

Headquartered in Kyoto, Japan, KYOCERA Corporation is one of the world's leading manufacturers of fine ceramic components for the technology industry. The strategically important divisions in the KYOCERA Group, which is comprised of 298 subsidiaries (as of March 31, 2022), are information and communications technologies, products which increase quality of life, and environmentally friendly products. The technology group is also one of the most experienced producers of smart energy systems worldwide, with more than 45 years of know-how in the industry. The company is ranked #603 on Forbes magazine's 2021 "Global 2000" listing of the world's largest publicly traded companies.

With a global workforce of over 83,000 employees, Kyocera posted sales revenue of approximately €13,42 billion in fiscal year 2021/2022. The products marketed by the company in Europe include printers, digital copying systems, semiconductor-, fine ceramic-, automotive- and electronic components as well as printing devices and ceramic kitchen products. The KYOCERA Group has two independent companies in the United Kingdom: KYOCERA Fineceramics Ltd. and KYOCERA Document Solutions Ltd.

The company also takes an active interest in cultural affairs. The Kyoto Prize, a prominent international award, is presented each year by the Inamori Foundation — established by Kyocera founder Dr. Kazuo Inamori — to individuals worldwide who have contributed significantly to the scientific, cultural, and spiritual betterment of humankind (approximately €763,000\* per prize category).

\*Date of Survey: June 18<sup>th</sup>, 2021

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