

AGC to Present New Relationship Between Information and Glass Space at Milan Design Week

— Making All the Glass Around Us Into an Information Interface —

AGC Asahi Glass Co., Ltd.

Tokyo, March 25, 2015 – Asahi Glass Company (AGC), a world-leading manufacturer of glass, chemicals and high-tech materials, will present a space design exhibition using its new glass products at the upcoming Milan Design Week in Italy. Glascene™ and infoverre™, born out of the idea of changing glass walls and windows into a stylish medium for communicating information, will create a new relationship between information and glass space that will overturn conventional concepts of digital signage. Using the Milan Design Week as a starting point, AGC aims to market both products in a wide range of areas, including architecture and design.

Glascene™ is a glass screen that allows images to be projected onto transparent glass. Three-meter-high screens of Glascene™ will be positioned meticulously and dynamically in a roughly 200-square-meter venue to create a new visual space blending the texture of glass with its unique transparency and reflective properties. Combined with the clear and beautiful images displayed through infoverre™, the space will allow visitors to experience the possibilities of glass as an information interface.



An image of the Glascene™ glass exhibition at the Milan Design Week

AGC will offer a range of possibilities for Glascene™ and infoverre™ in the field of media glass where glass is used as information interfaces. The Milan Design Week will be just the beginning. At EXPO Milano 2015, infoverre™ will be used as the Media Table in Scene V of the Japan Pavilion display section. The product will offer highly realistic images that will seem to float toward the viewer.

Integrating the glass and chemical technologies it has developed over many decades, AGC is responding to needs in a whole range of fields, including digital signage. AGC's glass exhibition at the Milan Design Week will showcase how glass technology interacts with art and design.

©Inquiries concerning this release:

AGC Asahi Glass, Corporate Communications & Investor Relations
General Manager: Junichi Kobayashi
Persons in Charge: Kenichi Ishibashi, Tomoko Komazaki

TEL: 03-3218-5603 Email: milan.info@agc.com



AGC is a sponsor of the EXPO Milano Japan Pavilion.

Reference Information

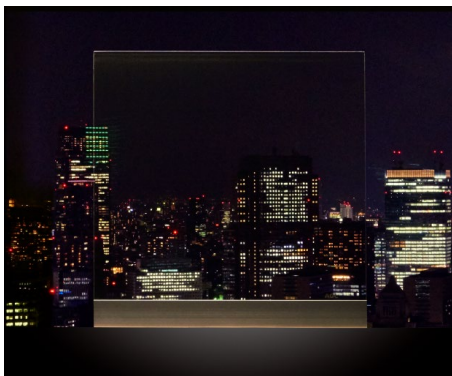
MILAN DESIGN WEEK: AGC glass exhibition overview

- Title: GLACIER FORMATION —New Relationship with Information Presented by AGC —
- Dates/Time for General Public: April 14 (Tue) – 19 (Sun) 2015 (6 days)
- Venue: Superstudio Più CENTRAL POINT
- Special website: https://www.agc.com/design/article/1199155_4226.html

Glascene™ Product Outline

A transparent glass screen that can display images when combined with a projector (to be launched in the second half of 2015)

Features	<ul style="list-style-type: none"> ■ Looks like just ordinary glass when not in use. Fits in with the surrounding environment and creates an open, spacious feeling. ■ Greater design flexibility. Retains its transparency even when images are projected onto it, allowing the background on the other side of the glass to be seen through. ■ Front and rear types are available. Can be used with various projectors. ■ Enables a large size screen. Can be installed on curved surfaces. ■ Has less haze and is clearer than conventional products. Offer sharp images with very little distortion. ■ Does not need a power source. Easy maintenance.
Application examples	For information displays in commercial or public facilities, sales promotion signage using glass surfaces in stores or showrooms, glass screens/partitions for offices, signage for public transportation (travel information, station platform barriers, etc.), signage in trains, signage for museums and art galleries, etc.



Just ordinary glass when not in use



Displays beautiful images while retaining its transparency

About the AGC Group

The AGC Group, with Tokyo-based Asahi Glass Co., Ltd. at its core, is a world-leading supplier of flat, automotive and display glass, chemicals and other high-tech materials and components. Based on the world's leading technologies accumulated over more than 100 years of innovation, the group will continue to meet the needs in different areas. The AGC group employs some 50,000 people worldwide and generates annual sales of approximately 13 billion USD through business in about 30 countries. For more information, please visit www.agc-group.com.