

IMMEDIATE RELEASE

AGC Becomes Official Sponsor of Japan Pavilion at EXPO Milano 2015

Tokyo, March 5, 2015—Asahi Glass Company (AGC), a world-leading manufacturer of glass, chemicals and high-tech materials, announces that it has become an official sponsor of the Japan Pavilion at the EXPO Milano 2015. AGC's glass materials will add a refined "glass" feeling to the architecture of the Japan Pavilion which is designed to demonstrate a beautiful integration of the traditional culture and advanced technology cultivated in Japan. Also, as seen in the digital-signage medial tables and half mirrors used at the exhibition section, AGC's glass technology will help enhance the entertainment and artistic aspects of the pavilion.



With the theme of Harmonious Diversity, the Japan Pavilion features the Japanese food culture, agriculture, forestry and fishing, and also various food-related initiatives taken in the country.

AGC, as a leading glass company in the world, has been working to create new value in various fields including architectural design and next-generation communications. AGC will offer new value to the world at this global exhibition which is visited by around 20 million people around the world.

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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. Drawing on more than a century of technical innovation, the AGC Group has developed world-class expertise in fields including glass, fluorine chemistry and ceramics technologies, and fully utilizes its expertise to respond to the needs in various fields such as digital signage business. The Group employs some 50,000 people worldwide and generates annual sales of approximately 12 billion USD through business in about 30 countries.

For more information, please visit www.agc-group.com/en.

<Reference>

Japan pavilion



■ Integration of the Japanese traditional culture and advanced technology

AGC is working to integrate the old tradition and advanced technology to create new value through its technological expertise.

The transparency and refined texture of glass materials add an extra touch to the exterior walls, roofs, windows, handrail walls, PV canopy and other glass parts at the pavilion.

Exhibition at the Japan Pavilion

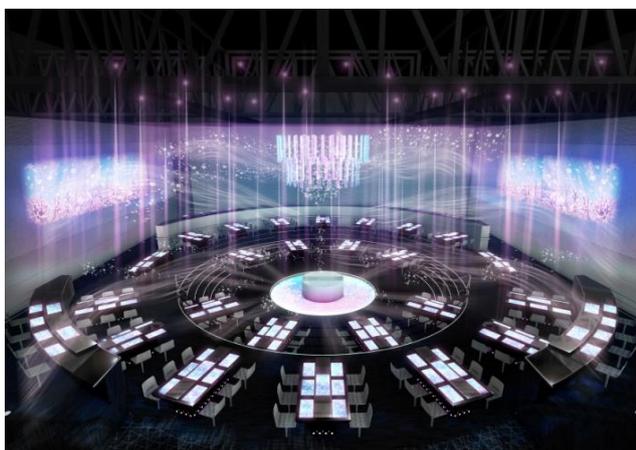
The exhibition area consists of five scenes. AGC's products contribute to amplifying the performance at Scene I and Scene V.

Scene I: HARMONY

Half-mirror and projected images create an amazing scenery of the Japanese rural area. The half mirror surrounding the entire room effectively reflects and transmits images to depict the vastness of the nostalgic landscape.



Scene V : LIVE PERFORMANCE THEATER



Scene V presents a live performance show. The media tables at the Scene V have glass table surface equipped with a digital signage function. The display panel, which was directly attached to the glass surface, provide clear and lively images.