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Dainippon Screen Cooperates in Production of the World Expo 2010 Shanghai Osaka Pavilion

Kyoto, Japan -- March 24, 2010 -- Dainippon Screen Mfg. Co., Ltd. has cooperated in the production of a facade display and a replica of Folding Screen Illustrating Osaka during the Toyotomi Period for the Osaka Pavilion, which Osaka Prefecture and Osaka City will operate at World Expo 2010 Shanghai China, to be held in Shanghai, China beginning May 1, 2010.



Facade



**Folding Screen Illustrating Osaka during the Toyotomi Period
(a folding screen of a picture of Osaka in the late 16th century Japan)**

Please download the photos from
<http://www.screen.co.jp/press/nr-photo/indexE.html>

One feature of the Shanghai World Expo, to be held under the theme “Better City, Better Life”, will be the Urban Best Practices Area. The Shanghai World Expo will mark the first time for cities to participate at a world expo, and this area has been prepared for the purpose of proposing models for better cities. Osaka has been selected among major cities around the world as a model of an advanced city and will be the only Japanese city to exhibit at the exposition. At the Osaka Pavilion, state-of-the-art environmental technologies from Osaka and other Kansai cities as well as companies, universities, and other organizations from the Kansai Region will be displayed and publicized under the title Environmentally Advanced City - The Challenge of Water Metropolis Osaka.

Recognized by Osaka Prefecture and Osaka City as a Kansai company possessing technologies compatible with the Osaka Pavilion exhibition concept, Screen has prepared two exhibits among the pavilion’s many attractions: a facade display that expresses contemporary and future images of Osaka to appeal to China’s “80 Hou” generation (people born in the 1980s) and a replica of Folding Screen Illustrating Osaka during the Toyotomi Period, which depicts scenes of bustling life in Osaka, a city of waterways, at the end of the 16th century.

Truepress Jet2500UV, Screen's wide-format UV inkjet printing system used in preparation of the exhibits, is an inkjet printer capable of high-quality, high-speed printing in sizes up to 2.5 meters (98.4 inches) wide and 50 meters (164.0 feet) long. The system has earned high acclaim for its minutely detailed, beautiful reproduction capabilities, high practicality provided by excellent weather resistance and water resistance, and environmental performance achieved through the elimination of organic solvents made possible by the use of UV-cured inks.

These exhibits will be continuously displayed at the Osaka Pavilion from May 1, to October 31, 2010.