

## **LCD Manufacturer Tianma Microelectronics Adopts New Company Name for Three Overseas Subsidiaries**

**Change unifies Tianma corporate brand and logo for Japan, the Americas and Europe**

**Chino, CA, May 8, 2017** – [Tianma NLT USA, Inc. \(TNU\)](#) announces the change of its company name (trade name) to “Tianma America, Inc.” effective July 1, 2017.

As part of an ongoing effort to strengthen its global brand and position as a leading LCD and display solution supplier, [Tianma Microelectronics Co., Ltd.](#), Shenzhen, China, has initiated efforts to standardize company names and logos for its overseas subsidiaries in Japan, the Americas and Europe.

As a result of this change, the companies will be known as **Tianma Japan, Ltd. (TMJ)**, **Tianma America, Inc. (TMA)**, and **Tianma Europe GmbH (TME)**. In addition to the company name change, TMJ, TMA and TME will also share the Tianma logo, and the original NLT logo will no longer be used.

“This initiative is viewed as a significant move to improve the company’s global brand recognition and overall business integration, helping to simplify company interactions worldwide,” said Lesa Qu, President of Tianma NLT USA, Inc. “A unified company brand will better serve our customers and other company stakeholders, including suppliers, partners, and community and industry groups.”

In addition to developing, producing and selling NL branded products, TMJ is also responsible for selling and supporting TM branded products in Japan. TMA and TME will continue to promote, sell and support both the TM and NL branded products.

Over the years, Tianma has considered Japan, the U.S. and South Korea as significant overseas markets. In recent years, with the support of TMJ, TMA and TME, Tianma has been able to establish its technical superiority and significantly expand its customer focused resources to build exceptional business relationships with key partners. This has led Tianma to develop a deeper understanding of its core markets and achieve a higher level of operational efficiency in support of these markets, examples of which include smart phones, tablet PCs, wearables, automotive, instrumentation, industrial, medical, avionic and marine, home automation, ATM and POS.

“The unification of the Tianma company brand will not change our current business model, customer focus or supply chain system. We will maintain our dual-product brand strategy supporting both TM and NL product lines,” added Qu. “Tianma will continue to develop best-in-class display solutions, per the requirements of our core markets.”

As part of the commitment to its customers and other stakeholders, Tianma will continue to focus on small and medium size display products and solutions, fully supporting its worldwide subsidiaries in Japan, U.S., Europe, South Korea, Hong Kong and Taiwan, committed to providing leading edge technologies, products and superior service to global customers.

### **About Tianma NLT USA, Inc.**

Tianma NLT USA is the leading provider of small to medium size display solutions to the Americas market utilizing advanced technologies from Tianma Microelectronics and NLT Technologies Ltd., coupled with the manufacturing resources of the Tianma Group. Applications include smartphones, tablet PCs, industrial and medical instrumentation, wearables, home automation, household appliances, office equipment, and automotive and rear seat entertainment devices, as well as test and measurement systems, instrumentation



equipment, point-of-sale and ATM systems, gaming systems, global positioning systems, radio-frequency identification devices and barcode scanners.

Technologies include TFT, LTPS, Oxide-TFT, AM-OLED, flexible, transparent, 3D, PCAP and In-cell/On-cell integrated touch. With a network of best-in-class distributors and value-added partners, Tianma NLT USA provides complete display module solutions for a broad base of customers and applications. The range of display features offered includes ultra-high resolutions, wide temperature ranges, high contrast ratios, rich color gamut, backward compatibility, LED backlights, high bright and transfective viewing for use in diverse lighting environments.

*The content in this press release, including, but not limited to, product prices and specifications, is based on the information as of the date indicated on the document, but may be subject to change without prior notice.*

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