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MIC turns 25, launches new products & production facilities

MIC Electronics Limited, Hyderabad based pioneers of LED Display and lighting products, completes 25 years of its operations in December 2010. These years have been very fulfilling to the company during which several technologies have been pioneered, several products developed and several applications realized.

Design and Development capabilities nurtured at MIC have blossomed and given a shape to some truly world class products. The company's achievements have been acknowledged nationally and internationally. The Government of India has also recognized MIC's R&D efforts in electronics with a prestigious award. Forbes placed MIC in its list of 'Best under a Billion' category of companies in the Asia Pacific region. MIC's LED TVs have found a place in the *India Innovators Forum - Hall of fame*.

On the occasion of its 25th anniversary MIC plans to add production capacity for its LED lighting products at its Hyderabad-Cherlapally facilities. The new production center measuring 60,000 square feet was inaugurated by Mr. Kazuto Miyazaki, Managing Director of NICHIA Corporation, Head Quarters, Japan.

The company's silver jubilee celebrations were launched with the unveiling of a special logo by Mr. Kazuto Miyazaki.

Mr. Makoto Takenaka, Managing Director, South Asia & Oceania, Nichia chemicals Pte Ltd joined Mr. Miyazaki in launching two new products on the occasion.

MIC released its 102 inch 3mm and 4mm 'True' LED TVs which will be compared to Plasma TVs of the same size with far greater brightness and viewing pleasure from longer distances. The comparison will be basically on the price component. The unique feature of day light visibility of LEDs makes these products ideal for OOH applications like auditoriums, airports, railway stations, clubs, Drive in Restaurants and other public places. MIC's proprietary Scan plus technology and the sophisticated 16 bit processing capability enable generation of trillions of color shades and picture clarity, providing a truly fabulous viewing experience. The "True-LED TV" will have all the features that a normal TV would have in addition to the possibility of more broad based connectivity thus enhancing its usage applicability.

MIC's commitment to develop products relevant to the rural population of the country has made the company to lay special emphasis on solar powered lighting products, needed by the people living in rural parts and mountainous terrains of the country deprived of the access to grid based power. MIC's solar powered portable lights, fixed home lights and street lights will be ideal for providing distributed and decentralized lighting solutions for the developing parts of the nation.

For MIC Electronics Limited

Dr. M V Ramana Rao
(Chairman & Managing Director)



The company has also released an 'All in one Solar powered Street Light' for usage in the rural areas. This product, with its built in power pack and integral solar panel will be very easy to install and use. The Jawaharlal Nehru National Solar Mission of the Government of India envisages deploying 2 cr. rural lighting systems by the year 2022. MIC's Solar Powered products, especially the All-in-One Solar Street Lighting System will be very relevant for this Mission.

"The encouragement being provided by the Government of India for promoting LED lighting products has given confidence to the company to go in for large scale expansion of its lighting products", said Dr. M V Ramana Rao, Chairman & Managing Director, MIC Electronics Ltd.

A separate lighting division is being planned very near to the Shamshabad air port with an outlay of about Rs.180 cr. This new facility, for which land allocation has already been made, will help the company to substantially enhance its production capacity for grid based, off grid based and solar powered lighting products to position itself as a leading player in the field in the country.

"We are confident that with the strong product portfolio MIC has built up, in both the LED Display and Lighting segments, the company is poised to benefit from the very large business opportunities foreseen in these two fields, in the near future, estimated to aggregate around US\$ 5 Billion", he added.

MIC Electronics Limited

(Dr. M V Ramana Rao)
Chairman & Managing Director

