

## Toshiba to Showcase Eco-Technology to Commemorate the 40<sup>th</sup> Anniversary of Earth Day

*Toshiba display at Earth Day New York's EarthFair exhibit in Grand Central Terminal to highlight innovative, energy-efficient solutions designed to meet next generation consumer lifestyle demands, business challenges and energy infrastructure limitations*

April 15, 2010 - New York - [Toshiba America, Inc.](#), the official consumer and digital electronics partner of Earth Day New York 2010, announced today details of its involvement in Earth Day's 40<sup>th</sup> Anniversary celebrations. Toshiba America, Inc, will be part of Earth Day New York's Annual EarthFair, Monday, April 19 through Saturday, April 24, 2010, from 10:00am to 7:00 pm. The display will be located in Grand Central Terminal's Vanderbilt Hall, 42nd Street and Park Avenue.

Mr. Yoshihide Fujii, Chairman and CEO of Toshiba America Inc., will kick off Toshiba's Earth Day activities at a Randall's Island tree-planting event on April 17, 2010.

### CO<sub>2</sub> Reduction through Toshiba Technologies Exhibition

From April 19-24, 2010, Toshiba will showcase its more energy-efficient products and technologies at Grand Central Station's Vanderbilt Hall, where visitors can learn how Toshiba technologies reduce energy consumption.

### **The SCiB™ rechargeable battery**

- The [Super Charge Ion Battery, or SCiB™](#), is a high performance, long-life battery solution for a wide array of applications ranging from electric vehicles to grid storage applications.
- Earlier this year, Toshiba [established US-based sales and technical support](#) for its new SCiB™, which offers numerous performance advantages for solving many of today's toughest energy storage challenges. For details, visit: [www.toshiba.com/scib](http://www.toshiba.com/scib).
- Recently, [SCiB™ was selected](#) to power Honda's new commercial-use electric motorcycle, the "Ev-Neo."

### **Smart Grid**

- Toshiba is one of the leading innovators behind the global initiative that supports Smart Grid systems for next generation power supply and management solutions
- [Toshiba is the primary contractor for a cutting-edge trial project](#) in Japan to implement a fully-functional smart grid on Miyako Island and will supply electrical gear for Okinawa Electric Power Co.'s trial of a localized smart grid project launching in October, 2010.

- Toshiba is also a participant in a smart grid demonstration project getting underway in the U.S. The State of New Mexico, together with the national lab at Los Alamos and Japan's New Energy and Industrial Technology Development Organization, are developing a micro-grid and solar photovoltaic system in Los Alamos and a smart commercial building in a new development south of Albuquerque. Toshiba will install a 1-megawatt SCiB™ storage battery at the Los Alamos site. The project is scheduled to begin later this year.

#### **The latest green and energy efficient Household Appliances, LCD Televisions and Laptops**

- Laptops to be featured include the [Satellite® T135](#), [Qosmio® X505](#), and the popular [mini NB305](#), all of which are EPEAT® Gold rated and Energy Star™ qualified.
- LCD Televisions on display include Toshiba's newest LED model, the UX600, which meets ENERGY STAR™ 4.0 requirements. Through innovative technologies like AutoView™, which analyzes ambient room light and the incoming video signal to automatically create the optimal picture in all lighting conditions, consumers can potentially reduce power consumption in the home.
- Household products and appliances include a high efficiency, high comfort duct-free Air Conditioner that uses environmentally friendly Puron® refrigerant and is available in Energy Star™ qualified models.
- Visitors will also learn how to use Toshiba technology from their computers, mobile phones, or internet TVs to remotely manage and control their household appliances and the amount of energy they are using.

#### **LED Products**

- Toshiba Group is leading the way in establishing LED lighting as the energy-efficient, cost-effective lighting solution that meets consumer needs.
- Toshiba's E-CORE™ LED Lamp provides a 85% reduction in power consumption and CO<sub>2</sub> emissions compared to an equivalent incandescent lamp with a life cycle that is approximately 40 times longer than an incandescent lamp's life.
- The E-CORE™ LED downlight (E-CORE 2000) provides a 70% reduction in power consumption and CO<sub>2</sub> emissions compared to a 100W incandescent downlight, with a life cycle that is approximately 50 times longer than an incandescent downlight's.

#### **Get Involved: Earth Day Activities with Toshiba**

- In commemoration of Earth Day's 40<sup>th</sup> anniversary, and as a part of Toshiba's Corporate Social Contributions activities goal to plant 1.5 million trees worldwide by 2025, Toshiba donated 40 trees to [Million Trees New York](#), one of PlaNYC's city-wide initiatives to improve its urban environment.
- Toshiba will kick off Earth Week in New York on April 17<sup>th</sup> with a community tree planting event on Randall's Island, where these 40 trees will be planted overlooking the East River.

- During the weeks leading up to and after Earth Day, Toshiba is co-sponsoring seven electronics recycling events with the [Lower East Side Ecology Center](http://www.lowereastsideecologycenter.org). For more details about dates and locations, please visit: <http://www.earthdayny.org>
- During Earth Week, Toshiba America-related companies are hosting electronics recycling events in Irvine and San Jose, California, Wayne, New Jersey, and Houston, Texas, where its companies operate.

For more information on Toshiba America, Inc. and Earth Day 2010 please visit <http://www.earthdayny.org> and [www.Toshiba.com/tai](http://www.Toshiba.com/tai)

#### **About Toshiba America, Inc.**

Toshiba America, Inc. is the holding company responsible for managing the U.S. implementation of Toshiba Group's Environmental Vision 2050, a commitment to environmental management practices that includes initiatives to reduce Toshiba's impact on the environment while offering products and services that will help businesses and consumers reduce theirs. For more information, please visit: <http://www.toshiba.co.jp/env/en/management/vision2050.htm>. Toshiba employ over 14,000 people in North America and Toshiba America, Inc., is the holding company for six Toshiba operating companies in the United States. <http://www.toshiba.com>

#### **Toshiba in the U.S.**

Toshiba's U.S.-based companies and some of their chief products are as follows: Toshiba America Electronic Components, Inc. (Semiconductors, Flash Memory-Based Storage Solutions, LCDs, and custom chips); Toshiba America Information Systems, Inc. (Laptop Computers, and Hard Disk Drives, Telephony Products); Toshiba America Business Solutions, Inc. (Copiers, Facsimiles, Printers); Toshiba International Corporation (Motors, Motor Controls, Uninterruptible Power Systems from 1KVA to 3000KVA, Power Generation Equipment, Automation, LED Lighting); Toshiba America Medical Systems, Inc. (Computed Tomography, Magnetic Resonance, X-ray and Ultrasound); Toshiba America Consumer Products, L.L.C. (Flat Panel LCD TVs, and portable products); Toshiba America Nuclear Energy Corporation (Advanced Boiling Water Nuclear Reactors).

#### **About Earth Day New York**

Earth Day New York (EDNY) was founded in late 1989 by a broad coalition of environmental groups to celebrate the 20th Anniversary of Earth Day in New York City. In 1990, Earth Day New York mobilized two million people to attend Earth Day's 20th Anniversary events - the Earth Rising Ceremony in Times Square hosted by Mayor Dinkins, the Environmental Exposition and Cultural Festival on Sixth Avenue and a major concert in Central Park featuring the B-52s, speeches by Governor Cuomo and Mayor Dinkins among many others. For the 25th Anniversary in 1995, they organized diverse arts and educational events including The Parade for the Planet, The Giant Earth Projections, The International Poster Exhibition and The New York Team Clean and Green. For the 30th Anniversary of Earth Day, a vast environmental festival was organized in three different venues (Battery Park, Battery Park City and the World Trade Center.) Exhibits included over 100 local, national and global environmental organizations. For the past seven years Earth Day New York has hosted EarthFair at Grand Central, a two-day festival of art, music and the environment on Vanderbilt Avenue and inside the majestic Beaux-Arts Terminal.

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