

September 16, 2016

Mitsui Chemicals, Inc.

New High Performance Sunglass Lens Material NeoContrast™

~Using wavelength technology to intensify color while cutting glare~

Mitsui Chemicals, Inc. (Tokyo: 4183; President & CEO: Tsutomu Tannowa) announced the American and European launch of its new sunglass lens material NeoContrast™ which uses innovative light wavelength technology.



Mitsui Chemicals offers a full and complete lineup of performance-driven plastic lens materials ranging from its high refractive index MR™ series to low refractive index lens material RAV7™. The Group also launched a new breakthrough ophthalmic lens material UV+420cut™ to help protect eyes from not only ultraviolet (10-400nm) light rays but also 400nm-420nm wavelength light in 2014.

The new NeoContrast™ was co-developed with Hopnic Laboratory (President: Syunji Takagi) and employs light wavelength technology to cut specific glare for better visual performance. NeoContrast™ has applications which include conventional dyed lens, photochromic lens, and polarized lenses to boost vividness without glare. The new material is a premium lens material with a unique market position.

Mitsui Chemicals' performance driven vision care selection uses the Group's cutting edge technology and peripheral technology to develop new and unique materials with high functionality and light wavelength control for better "Quality of View" and a better future in lens materials.

For more information on our High Refractive Index Lens Material MR™

<http://www.mitsuichem.com/special/mr/index.htm>

For more information on our new breakthrough ophthalmic lens material UV+420cut™

<http://uv420cut.com>