



# Ask Joe

*“You want to know...ask Joe.”*

October 25, 2007

The Tokyo Motor Show is known in the automotive industry as one of the most “hands on” auto shows of the year, and the official theme of this year’s show is “Catch the News, Touch the Future.”

What better way to get the driver and passengers more engaged in the driving and travel experience than to empower them to control various aspects of their vehicle – with new abilities never before possible! Of the 77 vehicles that made world premieres at this year’s Tokyo Motor Show, Toyota introduced the utmost in comfort and elegance in the luxury market with the S’elega Premium concept motorcoach manufactured by its subsidiary, Hino Motors, Ltd.

The S’elega Premium, with its variable tint SPD “smart” windows, was shown earlier today at a press briefing lead by Hino Motors President Shoji Kondo. At the appointed time, the S’elega Premium’s large door opened, and Mr. Kondo, who was accompanied by his senior executives, came off the motorcoach, bowed to the standing-room crowd of automotive journalists, and started the press briefing. After the press briefing, and throughout the two media days for the Tokyo Motor Show, members of the media were able to experience the benefits of SPD-Smart windows while sitting in Hino Motors’ top-of-the-line S’elega Premium luxury tour bus.



Imagine sitting in a motorcoach that is more luxurious than the business class section of even the most modern and elegantly appointed aircraft. Imagine being surrounded by beautiful glass windows as you comfortably sit or recline in your seat. As members of the automotive media waited in line and filled the S'elega Premium being exhibited at the

Tokyo Motor Show, and then comfortably settled in to their leather seats, the hostess touched a button and all of the glass next to the passengers instantly went dark and the promotional video by Hino played on the seatbacks of each leather seat on the motorcoach. An audible “WOW!” rose through the crowd when they saw what had happened. Yes folks, SPD technology did appear in this top-of-the-line luxury tour bus, and the automotive industry will never be the same again!

A hearty congratulations for a job well done goes to Research Frontiers licensee Asahi Glass Company (AGC), which produced and provided the SPD-Smart laminated glass panels for the S'elega Premium.

To visualize what the S'elega Premium looks like, and the experience of the passengers, imagine a sleek, modern touring coach with five very large and elegantly curved glass panels totaling over 11 square meters (over 120 square feet) on its sides. With the touch of a button, the windows go from up to six to eight times darker than a dark conventional automotive window film to almost as clear as a standard automotive windshield – all in just seconds.



**Photograph courtesy of Hino Motors, Ltd.**

While extensive testing has been ongoing and continues for other automotive applications, today marks a milestone in the automotive industry where Toyota, through its Hino Motors subsidiary, has given its customers and the automotive industry a spectacular glimpse of what glass or plastic windows can do --- SPD light-control technology that offers instant and unprecedented control of light, glare and heat entering vehicles, reduced interior noise levels, and the preservation of one's view of the road and the environment.

Over 1.5 million people are expected to attend this year's Tokyo Motor Show and they will have the opportunity to see this innovative new SPD-Smart light-control technology first-hand. Millions more could experience the many benefits of SPD instant light-control

technology as SPD-Smart technology is introduced on future automotive production vehicles, penetrates the aftermarket, and continues its growth as the world's leading light-control and shading solution for aircraft, yachts, homes and offices.

The future starts today. Enjoy the control!

## *Joe*

(Reporting from the floor of the Tokyo Motor Show which will be open to the general public from October 27 through November 11, 2007.)

If you have a suggestion for a future AskJoe column, please email it to me at: [AskJoe@SmartGlass.com](mailto:AskJoe@SmartGlass.com). If you are an architect, designer, or builder, or a member of the glass, plastic, automotive, aerospace, or marine industry, you probably have [read about us](#) or attended one of the trade shows or conferences around the world where we or our licensees have exhibited SPD-Smart products. I am also pleased to say that many of you, as well as homeowners and other consumers, have made our interactive web site, [SmartGlass.com](http://SmartGlass.com), the first place to look if you are interested in SPD-Smart windows and other products, or if you are trying to keep on top of the most recent developments with Research Frontiers' state-of-the-art SPD-Smart light-control technology.