

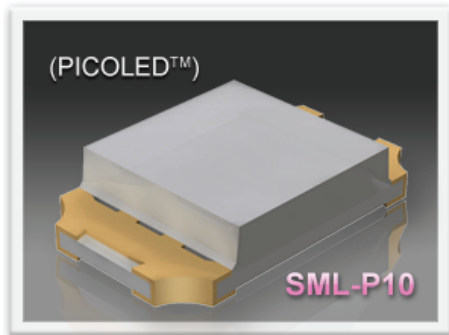
Ultra-Compact High-Brightness Pink LEDs Utilizing Original Phosphor Technology with Superior Wavelength Accuracy

ROHM's industry-leading lineup of LEDs adopts the latest proprietary technologies for unsurpassed versatility

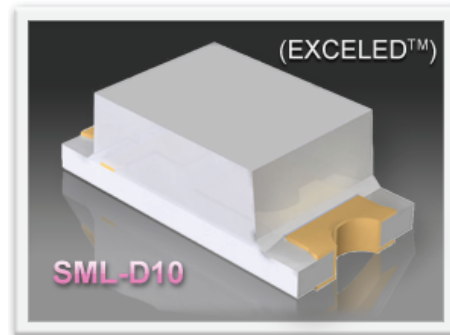
ROHM's **PICOLED™** series combines proprietary high-brightness device and ultra-fine process technologies, resulting in the thinnest, smallest form factor on the market with minimal brightness degradation. Mounting area and volume are reduced by 53% and 74%, respectively, compared to conventional 0603-size products, while miniaturization technology, which includes ultra-low molding and wire loop/element reduction, enables a thickness of only 0.2mm – a breakthrough achievement.

The **EXCELED™** series of compact surface mount LEDs utilizes novel device and phosphor technologies along with superior wavelength accuracy ($\pm 2\%$), making it possible to provide a broader range of colors – including pastels and custom colors not previously available – expanding design applicability.

In observance of Breast Cancer Awareness Month, all proceeds from the sales of ROHM pink LEDs shipped through Digi-Key Corporation (a ROHM distributor) until the end of October will be donated to the Susan G. Komen Foundation for breast cancer research. [Watch the video](#)



Ultra-Compact 0402-Size (1.0x0.6mm, t=0.2mm)
LEDs Pink LED Part No. SMLP12HBC7W1



Standard 0603-Size (1.6xx0.8mm, t=0.6mm) LEDs
Pink LED Part No. SMLD12HBC7W1

About ROHM: ROHM Semiconductor is an industry leader in system LSI, discrete components and module products, utilizing the latest in semiconductor technology. ROHM's proprietary production system, which includes some of the most advanced automation technology, is a major factor in keeping it at the forefront of the electronic component manufacturing industry. In addition to its development of electronic components, ROHM has also developed its own production system so that it can focus on specific aspects of customized product development. ROHM employs highly skilled engineers with expertise in all aspects of design, development and production. This allows ROHM the flexibility to take on a wide range of applications and projects and the capability to serve valuable clients in the automotive, telecommunication and computer sectors, as well as consumer OEMs.