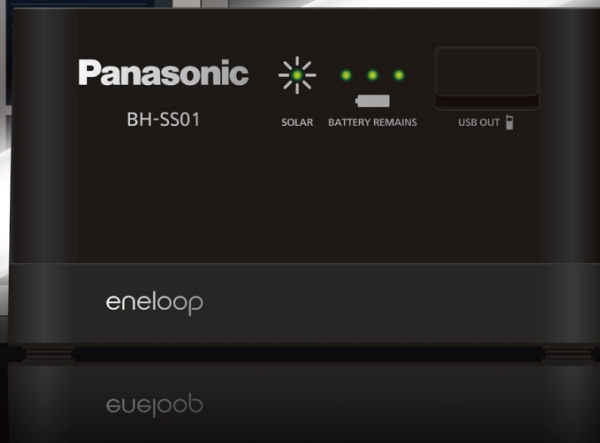


Panasonic®



eneloop solar storage

eneloop is rechargeable battery offering a new lifestyle choice to customers. Developed with the concept of sustainability and care for the Earth, eneloop embodies the principles of 'Recharge' and 'Reuse' for realizing Clean Energy Society. eneloop uses energy from the sun and envisions sustainable Clean Energy Lifestyle by encouraging repeated use. We will continue to offer Clean Energy Solution so that we can live in harmony with the Earth.

Solar Energy Lighting Your life
Lightings & Charge for Samrtphone & Mobile phone

Company Objective

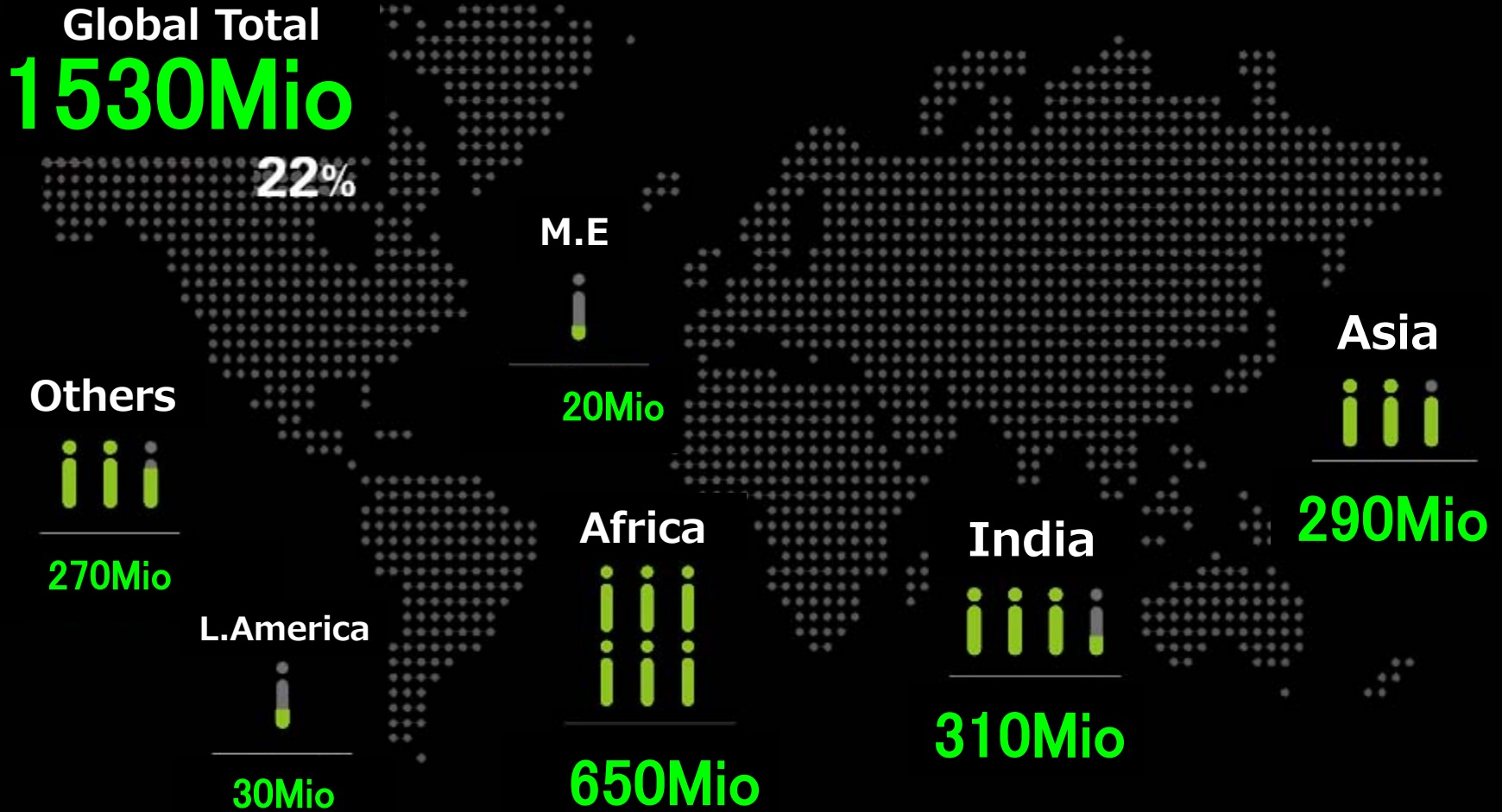


*"Recognizing our responsibilities as industrialists, we will devote ourselves to the progress and development of society and the well-being of people through our business activities, thereby **enhancing the quality of life throughout the world.**"*

Panasonic Corporation's Basic Management Objective, formulated in 1929 by the company's founder, Konosuke Matsushita.

Non-electrified region

Data Based on : World Bank 2014



Population who cannot access electricity is approx. 1.5billion.
Non-electrified ratio is almost one-fifth of global population

Life of BOP Top ~ Middle (H.H. income \$ 150~250)

5~7 people in one household and have 3~5 rooms without wall.



Some households use diesel generator but running cost is high



Already using Smartphones (if need charging, go to town)



Having several Chinese lantern but not satisfied with the quality



There is no satisfactory products for the BOP top~middle households

Targeting to solve dissatisfaction of BOP middle level

1. Bright enough for family life even in off grid area

Even in non-electrified off-grid region, deliver enough brightness so that each family member can see the face each other.

2. Be economical

Realize no running cost by using solar power. Offer 5 years shelf life by using super durable Ni-MH battery.

3. Easy to Use

Just plug and play. No need for maintenance.

4. Expansible

Having 5V USB output connector. Big enough capacity to do charging smartphone and lighting at the same time.



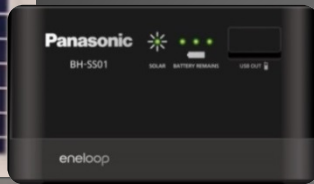
Solar storage composition



15W Solar Panel

400×350×18mm
Apx.1.9kg
Cable:10m

Charging
Time Apx.
5hrs



Main Unit including 37Wh battery

160×92×70mm
Apx.1.1kg

1.5W Bulb LED

φ50×81mm
Apx.100 lumen*
Cable:5m



*Actual test result

5W Straight tube LED

φ35×382mm
Apx.500 lumen*
with dimmer
(5W/2.5W)
Cable:5m

FEATURE

POINT

1

Bright 2 LED lamps included
Total 6.5W LED included
(1.5W Bulbx1+ 5W Straight tube x1)

POINT

2

Long 5 Years Life Span
Over 5years operation time

POINT

3

Easy to Use
Use immediately after purchase

Specification

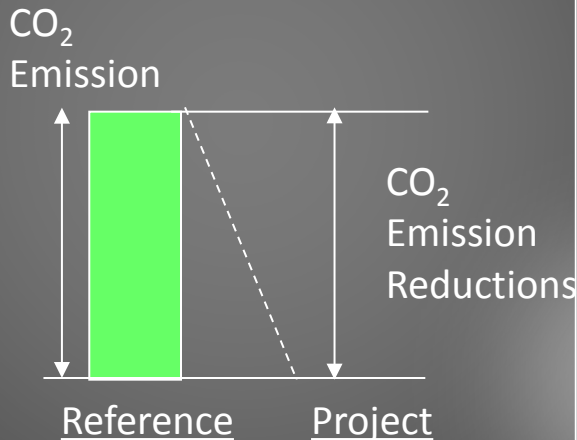
Set Model.No	F-KJSS111T-K
LED	Total 6.5W (1.5W Bulbx1+ 5W Straight tube x1)
LED Operating time	5hrs(6.5w)~24hrs(1.5W)
Battery	Ni-MH 12V 3.1Ah (37.2Wh)
Battery life	5 years
Solar	15W with 10m cable
Charging time	Apx. 5 hrs.(at fine weather)
Output	USB DC5V 1000mA x1 DC output : 3
Others	Durability : IP52 level

CO₂ Emission Reduction

CO₂ emission reductions will be achieved by replacing kerosene based lightings with Solar Storage Units

【Reference】

Use of Kerosene based Lighting



【Project】

Use of Solar Storage Unit



**Expected CO₂ reduction; Approx. 20,000t-CO₂/Year
(100,000 solar Storage Units)**

Brightness

60 times brighter than conventional kerosene lamp

Kerosene Lamp



more or less than 10 lumen

Bulb type LED



approx. 100 lumen

Tube type LED



approx. 500 lumen

60 kerosene lamps can be replaced by just one solar storage unit.



8 Max. 600,000t-CO₂/Year (100,000 solar storage units) ?

Project

Shipment has started to many Asian and African countries since Oct., 2015.

Collaboration with public sector :

【Kenya】



TICAD VI will be held in Kenya this summer.

Expect participating in many events.

【Ethiopia】



UNIDO supported to establish the partnership with local distributor.

【Myanmar】



JICA approved BOP F/S to sponsor trial sales project.

Projected 100,000 solar storage units to be sold in all over the world within one year to go to the next step.

Acceleration of Collaboration with Partners

Expand business models and develop new products based on collaboration with a larger number of partners and reduce poverty through sustainable business promotion.



- Customers
- Beneficiaries



Reduction of poverty through sustainable business promotion



- Governments/ International organizations
- NPOs/NGOs
- Customers



お願い

エチオピアの外貨不足により、当社パートナーが信用状を開設出来ません。

JCMを活用したファイナンススキームにより、是非、温室効果ガス削減に貢献する事業をサポートして頂きたい。

Product identity

“Solar Power for Everyone”

Panasonic is striving to create a Clean Energy Society by developing reusable products that harness natural solar energy. It's our goal to help kids in developing countries by offering an inexpensive, efficient and sustainable lighting solution that's ideal for use in remote areas.

