

TOTO

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For Immediate Release

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TOTO Twice Named CES 2019 Innovation Awards Honoree

Company's NEOREST NX2 Intelligent Toilet with ACTILIGHT and Flotation Tub with ZERO DIMENSION Bring Home Coveted Innovation Awards

(Morrow, GA) November 12, 2018 — TOTO, the world's largest plumbing manufacturer with more than \$5.2 billion in annual sales, announced today that two of its products—the NEOREST NX2 Intelligent Toilet with ACTILIGHT and Flotation Tub with ZERO DIMENSION—have been named CES 2019 Innovation Awards Honorees. Judged by a distinguished panel of designers, engineers and members of the tech media, this prestigious innovation award recognizes honorees across 28 product categories. Winners are selected based on design, functionality, consumer appeal, engineering and how the products compare with competition.

“As the plumbing industry’s global leader in innovation and technology, TOTO is deeply honored that the Consumer Technology Association has recognized our relentless pursuit to engineer cutting-edge products that turn people’s daily rituals into transformative experiences,” said Shinya Tamura, CEO, TOTO USA. “Innovation is in our DNA and has been for over 100 years. We are proud to be named CES 2019 Innovation Awards Honorees, further validating the NEOREST NX2 and Flotation Tub’s ability to help improve the quality of people’s lives whether at home or in a hotel.”



TOTO’s NEOREST NX2 is its most beautiful intelligent toilet with its most advanced cleansing technology. Inspired by the natural beauty of pebbles shaped by water over time, the NEOREST NX2’s sophisticated elliptical silhouette will serve as an artistic focal point of any bath. It offers the people-first innovations consumers appreciate: high-tech sensor operation with auto open/close and auto flush; integrated WASHLET personal cleansing system with warm, aerated water to cleanse, warm air dryer, heated seat, and in-bowl catalytic deodorizer; and energy- and water-saving features.

The NEOREST NX2’s ACTILIGHT bowl cleansing technology is completely safe for the environment. It starts with a plain water pre-

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mist that reduces waste and grime's sticking. After each flush, EWATER+ mists the bowl with electrolyzed water, which has a slightly acidic pH value, to keep it clean and fresh. Activated by the integrated UV light, ACTILIGHT's titanium dioxide and zirconium glazed bowl becomes super hydrophilic -- waste, lime scale, and mold to wash away with ease. The activated surface also triggers photocatalysis, accelerating the decomposition of all organic substances at the cellular level.

TOTO's Flotation Tub simulates zero gravity by offering bathers the experience of total weightlessness. To achieve this breakthrough, TOTO dedicated 10-years' research to the neurology of relaxation, body positioning, and bathing. TOTO determined a specific reclining posture with the buttocks lower than the slightly bent legs generated the experience of total weightlessness. Astronauts' bodies automatically assume this posture at zero gravity; they sleep in it.



TOTO's research revealed this ZERO DIMENSION bathing posture completely relaxes mind and body. Quieting the brain's response to stress and arousal encourages deep mental and muscular relaxation, enhanced by special massage jets producing a therapeutic flow of warm air bubbles enveloping the entire body. A stream of warm water flows from the height-adjustable Neck

Spa, an ergonomic pillow that keeps the neck and shoulders comfortably warm. HYDROHANDS massage jets create the experience of real hands massaging the lower back. All functions are easily operated using the control panel on the inside of the tub.

The Consumer Technology Association announced the 2019 Innovation Award Honorees during CES Unveiled New York, an invitation-only tech event that brings together top media, exhibitors and industry leaders for a sneak peek of the products and trends expected at CES 2019, which runs January 8-11, 2019, in Las Vegas, Nevada. TOTO's NEOREST NX2 and Flotation Tub will be on display in the Innovation Awards Showcase at CES 2019. The complete list of CES 2019 Innovation Honorees, including product descriptions and photographs, may be found at CES.tech/Innovation.

In addition to showcasing its two Innovation Award Honorees at CES 2019, TOTO will debut new smart bathroom products that will be on display in its Booth #42342 in the Smart Home Marketplace, Tech West, Sands Expo Halls A-D.

Journalist's Note: High-resolution digital images of NEOREST NX2 Intelligent Toilet with ACTILIGHT and Flotation Tub with ZERO DIMENSION are available for download from TOTO's Online Press Room or immediately upon request.

About TOTO

TOTO USA is headquarters for the Americas Division of the TOTO Global Group, which was established in 1917 with the founding of TOTO, Ltd., in Kitakyushu, Japan. TOTO is the world's largest manufacturer of bathroom fixtures and fittings with \$5.2 billion dollars in annual sales (as of March 2018). For the past 100 years, TOTO

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has been the recognized leader in innovation, technology, performance, and design with products that enhance the luxury bathroom experience. Today, the company maintains 32,481 employees in 20 countries and owns manufacturing facilities around the world in countries as diverse as Japan, Mexico, Germany, the USA, India and China. Guided by its corporate philosophy, the TOTO Global Group strives to create a great company, trusted by people all around the world, which contributes to the betterment of society. Dedicated to engineering products that respect the environment while meeting people's needs for comfort, beauty and performance, TOTO is the sole plumbing manufacturer to maintain a research and development center devoted to universal design, advanced science, and technology. Consumers enjoy the peace of mind that comes from knowing they purchased a brand that innovates to improve people's quality of life. Winner of numerous domestic and international awards and recognitions, TOTO is the only plumbing manufacturer honored as Water Efficiency Leader by the U.S. Environmental Protection Agency. The company continues to raise industry standards and consumer expectations as to what is possible in the bath space, as TOTO believes a high-quality bathroom is an experience and an everyday luxury people value and appreciate.

For more information, consumers may visit www.totousa.com or call 1.888.295.8134, Option 5. Follow TOTO on Twitter ([@TOTOUSA](https://twitter.com/TOTOUSA)) and become a [TOTO fan](#) on Facebook.

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About Consumer Technology Association:

Consumer Technology Association (CTA)™ is the trade association representing the \$377 billion U.S. consumer technology industry, which supports more than 15 million U.S. jobs. More than 2,200 companies – 80 percent are small businesses and startups; others are among the world's best-known brands – enjoy the benefits of CTA membership including policy advocacy, market research, technical education, industry promotion, standards development and the fostering of business and strategic relationships. CTA also owns and produces CES® – the world's gathering place for all who thrive on the business of consumer technologies. Profits from CES are reinvested into CTA's industry services.

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