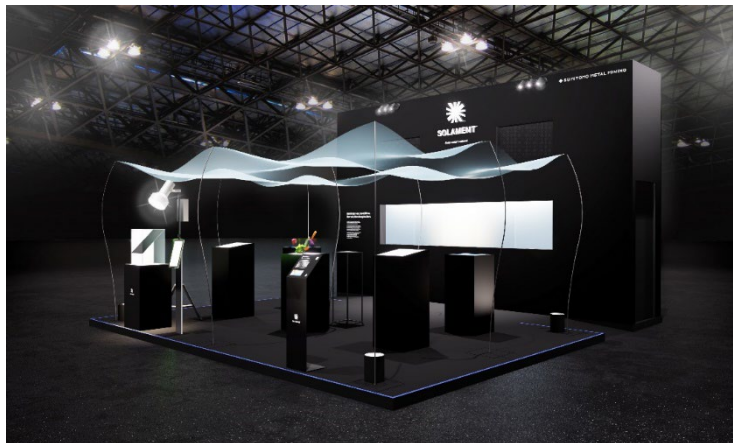


February 21, 2025

## **Sumitomo Metal Mining to Exhibit SOLAMENT at SXSW2025 and Showcase Applications Themed on *the Future of Agriculture***

**Selected as an Only Japanese Company Finalist at the SXSW Innovation Awards**

Following last year's participation, Sumitomo Metal Mining Co., Ltd. (TSE: 5713) will again showcase its SOLAMENT™ material technology for controlling sunlight at the SXSW® (South by Southwest®) technology festival held in Austin, Texas, in the USA from March 7 to March 15. SXSW is one of the largest technology festivals in the world attracting more than hundred thousand visitors. While last year's exhibit was primarily focused on apparel, this year's exhibit by Sumitomo Metal Mining will center on *the future of agriculture*. The booth will feature an experience of SOLAMENT's heat-shielding effect, with a focus on its potential applications in agricultural settings.



SOLAMENT is a material technology made of near-infrared-rays absorbing nanoparticles, patented worldwide by Sumitomo Metal Mining. Leveraging SOLAMENT's property of converting near-infrared-rays in sunlight into heat, the company is strengthening SOLAMENT expansion to apparel and agriculture industry.

While SOLAMENT is already utilized as a heat-shielding net for plastic agricultural greenhouses, participating in SXSW will provide an opportunity to increase awareness of SOLAMENT in broader agricultural markets worldwide.

Additionally, SOLAMENT has been selected as a finalist, in the "What the Future" category at the SXSW Innovation Awards, as the only project managed by Japanese company, announced on January 25. These awards recognize the most particularly excellent developments in the connected world. Five finalists are selected from 11 categories, including artificial intelligence, audio experience, and health and biotechnology. The Finalist Judges will determine the winners as well as Best of Show on March 10, local time.

<Overview of exhibit and exhibit project>

\*These are all conceptual models expressing the function of SOLAMENT

### **SOLAMENT AgriCool Shade™**

This is a heat-shielding net that incorporates SOLAMENT for plastic agricultural greenhouses. It allows the visible light needed for photosynthesis to pass through it while blocking out infrared rays, meaning it can keep the temperature inside greenhouses as low as 8.5°C without hindering the growth of crops.

An agricultural net that uses the same technology and is already on sale has been proven to increase the yield of spinach harvested by 50% for some projects. This material is derived from rare metals, and has a long lifespan as it is less prone to the impact of ultraviolet deterioration than other materials.

\*This exhibit was designed by the architect Yu Momoeda.



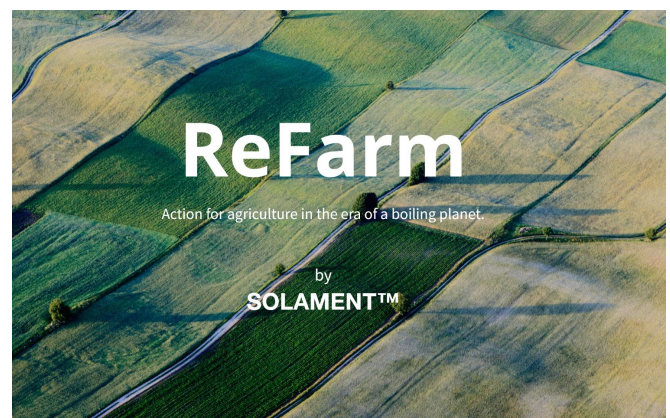
### **Solar-smart Water**

This is a device that uses a film containing SOLAMENT, and turns seawater and contaminated water into distilled water by evaporating it using sunlight. It can be used in any sunny location, and can potentially be used to establish a process to generate water for agriculture and other such purposes sustainably and without the need for energy.



### **ReFarm Project**

This is a recently launched project. Against a backdrop of progressing global warming, in this project we are working alongside participating partners and aiming to expand initiatives that make maximum use of sunlight to support the future of agriculture around the world, such as improving the working environment and increasing the quality of harvest.



Overview of the SMM Exhibit at SXSW: <https://schedule.sxsw.com/2025/exhibitors/7806>

SXSW Official Website: <https://www.sxsw.com/>

Overview of the SXSW Innovation Awards

<https://www.sxsw.com/awards/innovation-awards/>

## About SOLAMENT:



**Solar-smart material**



The name "SOLAMENT" is a combination of two words: "solar" and "element". It also carries the meaning of "sora" ("sky" in Japanese). The logo draws inspiration from the sunlight and the hexagonal crystalline structure of SOLAMENT™, with the overlapping "X" symbolizing collaboration—all together expressing the broad spectrum of possibilities.

Since SOLAMENT not only has high functionality but also allows for the omission of previously necessary materials, it is expected to improve supply chain efficiency and recyclability. In the brand development of SOLAMENT, Sumitomo Metal Mining has collaborated with Droga5 Tokyo, part of Accenture Song.

## Media Contact

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Please contact from the inquiry form: <https://www.smm.co.jp/en/contact/>