

Online Participation in CES2022, the World's Largest Technology Trade Show

— Introduction of Cutting-edge Bathroom Concentrating TOTO's Technological Innovations —

TOTO LTD. (headquarters: Kitakyushu, Fukuoka; President: Noriaki Kiyota) participates online in CES2022 (January 5 (Wed.) to 7 (Fri.), 2022)¹, the largest technology trade show in the world.

The concept of TOTO's exhibition is "CLEANLINESS—Your Comfort, Our Passion." In response to an increase in awareness towards hygiene due to COVID-19, TOTO will introduce cutting-edge bathroom concentrating TOTO's technological innovations, including WASHLET² which has good sales performance in the U.S. and other countries.

In the New Shared Value Creation Strategy TOTO WILL2030, which started in April 2021, TOTO defines the products that realize both clean and comfortable lifestyles and environmental awareness as SUSTAINABLE PRODUCTS and works to increase their popularity globally with the goal of contributing to the realization of a prosperous and comfortable society that is aware of the global environment.

At CES 2022, TOTO will also propose SUSTAINABLE PRODUCTS such as WASHLET, TOUCHLESS products, and plumbing products that feature IoT technology. In addition, it will introduce the concept of the WELLNESS TOILET, which drew a lot of attention when released last year.

TOTO will continue to work to create new value from the perspective of its customers and pursue customer satisfaction that goes beyond expectations based on the corporate message of "Life Anew."

¹ Pacific Standard Time (US)

² "WASHLET" is a registered trademark of TOTO LTD.



A higher-resolution version of the above photo can be downloaded with the related news release at the following URL:
<https://jp.toto.com/company/press/>

The special page will be opened on the TOTO global site.

From January 5th, 10:00 AM (PST) to the end of March 2022

<https://www.toto.com/ces2022/?frm=press>

Event: CES 2022
January 5 (Wed.) to 7 (Fri), 2022
Pacific Standard Time (US)
Consumer Technology Association (CTA)
Hybrid Exhibition

Reference
CES 2021 (Jan. 11 to 14, 2021)
Format..... Held online
Participating companies: 1,943 companies
Visitors: Approx. 86 thousand visitors
CES 2020 (Jan. 7 to 10, 2020)
Format..... Real event
Participating companies: 4,419 companies
Visitors: Approx. 171 thousand visitors

Exhibit Contents

TOTO will exhibit the new lifestyle value realized by TOTO CLEANOVATION under the concept of “CLEANLINESS—Your Comfort, Our Passion.” We will also promote the improvement of quality of life (QOL) brought about by CLEANLINESS, which is realized by TOTO’s SUSTAINABLE PRODUCTS.

WASHLET:CLEANLINESS—For Your Body, For Your Space, For Your Toilet

WASHLET was launched in 1980 and has established a culture of “washing the bottom” in Japan. It has steadily become popular in the U.S. as well, through honest promotion activities since its release in 1986. Further, demand for the product has increased rapidly due to increasing hygiene awareness and the increasing amount of time spent at home, and it is reaching the beginning of mainstream popularity.



With the goal of increasing the ubiquity of WASHLET in the U.S. and other countries, “CLEANLINESS—For Your Body” pursues a new common sense about toilets, the “Evolution from wiping to washing,” its supporting “AIR-IN WONDER-WAVE” technology and the QOL brought about by these changes for a “Completely new and fresh clean experience.”

In addition, “CLEANLINESS—For Your Space” pursues a comfortable space projecting hospitality with AUTO OPEN/CLOSE LID, HEATED SEAT, WARM AIR DRYING, DEODORIZER and other functions, while “CLEANLINESS—For Your Toilet” pursues CLEAN SYNERGY, a cutting-edge CLEANLINESS technology that maintains CLEANLINESS after every use.

TOUCHLESS products: CLEANLINESS—With TOUCHLESS

TOTO has developed TOUCHLESS technologies including TOUCHLESS FAUCET and AUTO OPEN/CLOSE LID mainly from the viewpoint of water saving and universal design. Since the COVID-19 pandemic began, hygiene through the use of TOUCHLESS technologies which enable users to operate devices without touching levers or buttons, has been drawing attention, and inquiries about products with TOUCHLESS technologies have increased.



For TOTO's TOUCHLESS FAUCET, TOTO has improved the sensor technologies that increase responsibility and prevent operation failures, the self-generation technologies using water flow for electricity required for the sensors, and water discharge technologies that realize both comfortable washing and water saving. It has also realized high-quality design by downsizing the sensors.

Plumbing products that support IoT: CLEANLINESS—With IoT

TOTO has set “Digital Innovation” as one of TOTO’s Group-wide innovative activities in its Mid-Term Management Issues (TOTO WILL2030 STAGE 1). It employs IoT and other digital technologies in plumbing products through open innovation to create new value that cannot be achieved by the company alone.



TOTO U.S.A. proposes public toilets using IoT in cooperation with Georgia-Pacific Professional (hereinafter, “GP PRO”).

By connecting TOTO’s TOUCHLESS FAUCET, TOUCHLESS SOAP DISPENSER, flush valves for toilet basins and urinals, and other IoT-equipped products with GP PRO’s KOLO™ Smart Monitoring System, it is possible to remotely monitor and analyze the conditions of toilets in real time to enable maintenance. This realizes more effective facility management and the continual provision of a hygienic, comfortable space for users, resulting in improved customer satisfaction.

WELLNESS Toilet initiative: CLEANLINESS—For Your Wellness

The WELLNESS TOILET initiative, whose concept was announced at CES 2021 last year, drew attention from many people around the world.

Cutting-edge sensing technologies will make it possible to understand and analyze users’ body conditions and deliver wellness-related recommendations to them via a smartphone app, simply by using a toilet as usual.



To realize the WELLNESS TOILET that TOTO is aiming to create, TOTO has been developing products together with startups and research organizations that share the same ideas.

Keep your expectations high for TOTO’s WELLNESS TOILET initiative. It has been working on it for some time, and its goal is to contribute to the health of people around the world through the continued evolution of SUSTAINABLE PRODUCTS which realize both clean and comfortable lifestyles and the protection of the environment.