



**Toshihiko Baba**  
Operating Officer

---

# Technology Supporting Globalization

---

“We are so happy we chose a Sanyo Denki product.” Those are the words of appreciation we would be so delighted to hear from our customers across the world!

Sanyo Denki has promoted globalization with the goal of receiving feedback such as this from customers.

One easy to understand example of globalization is the provision of products which conform to the specifications of the respective regions. Sanyo Denki promotes globalization through not only the development of such products, but by providing customers with information relating to our products, as well as the various services surrounding products.

This edition will introduce Sanyo Denki’s actions relating to “technology supporting globalization” by business region. Here I would like to introduce some leading examples of this.

## ◇ Design of the Products

Our company manufactures and sells products for industrial application. Unlike consumer products, there is no need for our products to be of a design which brings a pleasant surprise to the people who use them. Instead, they need to be easy to use and understand.

Being “easy to use and understand” is perceived in different ways depending on the region, just as culture differs between regions. Heavy connectors are favored in some regions, while in others this is not necessarily the case. Which products to reflect this difference in and which to standardize can be considered an essential technology for the promotion of globalization.

## ◇ Supporting Power Sources of the Various World Regions

In Japan, the typical industrial power supply is three-phase 200 V AC, however this is a minority when examining the world on the whole. Three-phase 400 V AC power supplies make up the majority, and there is a truly diverse range of power supplies used, from 350 V AC to 600 V AC. To enable direct power supply from power sources in these regions, elements such as circuit design of the power source portion, component selection and

---

---

safety design are important. Moreover, the power supply quality of countries varies, therefore design ideas to endure voltage fluctuation, momentary power outages and superimposed surges which use a large amount of energy (lightening, etc.) are necessary.

◇ Supporting Standards of the Various World Regions

The UL standard from the US and CE Marking of Europe are the current global standards. The CE Marking (EU Directive) is revised seemingly on a yearly basis, and how these revisions are incorporated into products under development is an important point. Moreover, there are countries establishing independent standards, and information on these must be obtained swiftly and reflected in products.

◇ The Pillar of Product Development

The products in charge our three business areas are all associated with energy conversion devices. By individual brand, the San Ace converts electrical energy to fluid energy, SANUPS converts electrical energy to electrical energy and SANMOTION converts electrical energy to mechanical energy. The reduction of loss in each of these products, in other words the improvement of conversion efficiency, is an important theme that Sanyo Denki must constantly pursue. In regards to the major theme of improving conversion efficiency, the technology connecting to globalization I mentioned earlier can be said to play a role.

Moreover, we feel that improving conversion efficiency of our products will lead to better energy conservation across the world.

I have spoken briefly about the “technology supporting globalization” which has positioned the improvement of product conversion efficiency as a pillar. Sanyo Denki hand in hand with our customers from around the world to solve any issues they may face and make our customers’ products top of their respective industries. Through such endeavors, we wish to continue being a company that brings joy to customers the world over.