
Dream in the New Products



Nobumasa Kodama

Operating Officer

There were many fantasy and science fiction comics in my childhood. When I read these comics, it was exciting to imagine what the future would become. At the time, comic books like “ASTROBOY” were only fantasy and dreams. Now, however, they continue to attract attention. The Japan Society of Mechanical Engineers recently noted the birthday of “ASTROBOY” by holding an event comparing the ASTROBOY’s seven super powers with advancements in mechanical engineering. While we are not yet living in the time of ASTROBOY, technology has been steadily progressing, and the dreams of the past are being fulfilled one by one. Although we are only about ten years into the personal computer era, rapid advancements in hardware, information, and communication technologies have reshaped both our work environment and the way we communicate with each other. Robots in the form of man have arrived, and I realize that the time of ASTROBOY is coming very soon.

I think that the engineers of our company also have dreams of the future. They have a desire to invent an epoch-making dreamlike product, and they fulfill these desires by incorporating the technology of their dreams into new products. Some new products are delivered directly to a consumer as a part of a new consumer product, while other new products are used as a tool to create or produce new consumer products. Whether directly or indirectly, in the end, new products and technologies lead us towards realizing consumers’ dreams, and this progresses our technological era.

As we advance in our technological era, the development of new technologies and new products make previously impossible dreams possible. As our engineers continue to perform research in various areas, to conduct examinations, experimentations, and trial production activities, I believe that they will make new discoveries and new innovative products. The progression of our technological era is based on such engineering activities. The Nobel Prize awarded to Mr. Koichi Tanaka of Shimadzu Corp. last year showed that the research accomplishments of a private research-and-development engineer could lead to the Nobel Prize. This event was celebrated, and was realized to be very revolutionary, raising the possibility of research-and-development activities.

In our company, research and development continues to be an important activity that supports the company. This is the 15th issue of our technical journal. It consists of Sanyo Denki's technical and product development milestones for the year 2002. For this issue, each operational division has introduced new technology and a new product. The dreams of the involved engineers are incorporated into each new technology and each new product. It is certain that these new technologies will lead to the realization of a customer's dream.