



Nobumasa Kodama
Senior Executive Operating Officer

Technology that Evolves in Line with Market Changes

◇ Introduction

All the technologies surrounding us are evolving day by day. In particular, the evolution of information and communications technology (ICT) is something that directly affects us. ICT has evolved rapidly since the 1990s onwards due to the full-scale expansion of the personal computer and mobile phone markets. The internet and e-mail not only revolutionized how information is provided and transferred but they also have dramatically changed all other aspects of our lives, revolutionizing the sale of products and personal consumption, accelerating globalization and transforming the way we work. ICT is a fundamental technology which our society simply cannot do without. You can see that “evolution of technology in response to the market changes” is advancing rapidly, but if you look to how the smartphone has changed our lifestyle, you can also sense that “the rapid evolution of technology causes the market changes”. Market change is supported by a number of evolving technologies in extremely wide range of fields such as materials, parts, processing machines and technology, and software.

◇ Technology/Product Development Initiatives

Development of innovative new products and new technologies will lead the market and create changes in the market. In order to accomplish this, it is important to fully understand the goal that products and technology are aiming to achieve. We at SANYO DENKI strive daily to anticipate market needs, set high development goals, and resolve issues to achieve those goals at an early stage.

Our development aims not only to evolve new technology, but also to achieve other goals. We also develop revision products by enhancing existing products with new technology, and custom-made products equipped with modified functions responding to customer requests.

There is a great demand for those revision and custom-made products, and these require flexible and detailed development as it is necessary to apply new technologies quickly in response to market needs. These are also important developments that support various market changes, aiming to provide convenient services and products that contribute to society.

◇ Developing the Industry's Leading Products

SANYO DENKI's new product development aims to produce the industry's leading products. The industry's top performance and functions are precisely what strengthen the competitiveness of our customers' products and lead the market.

In developing high-performance products, we set the goals and direction of development according to the relevant markets trends, conducting market research such as product benchmarking. That way we develop products that have evolved technology and can contribute to society.

Taking the Cooling Systems business—one of our main businesses—as an example, the latest advanced devices such as ICT devices, which are rapidly evolving, constantly require new cooling technology. In other words, cooling problems must be solved for successful development of advanced equipment. Such equipment incorporates the latest cooling technology which overcomes the cooling issue. Our cooling fans provide superior performance and highly-evolved motor control technology, and can greatly contribute to society with features such as high airflow, high static pressure, speed control function, temperature resistance, and long service life.

Additionally, relationships with customers will also play an important role in evolving our technology in response to market changes. For making our technology evolve and reach the industry's top level, it is one of the short ways to gain trust of customers with our technology and services, and advance development step by step aiming for high goals. Companies are made of people; technology and services are created by people. We at SANYO DENKI Group will demonstrate individual abilities at each field of work such as identifying customers' problems, proposing the optimal products that can solve them, developing and manufacturing such products, and providing detailed services through sales and after sales services. By doing so, the Group's overall strength will increase. With an eye on the market changes, we will contribute to society by developing industry's leading products capable of making people happy and their dreams come true.