



Toshihiko Baba
Major Operating Officer

Technologies Offering Value in New Fields

How wonderful it would be if customers around the world appreciated us and thought “I’m so happy I chose a SANYO DENKI product”!

With this feedback from our customers as our driving force, SANYO DENKI is pushing forward globalization of our businesses.

In our 8th Mid-term Management Plan, we have established the goal of “making SANYO DENKI a top brand in the world.” Under that goal, we are engaged in an initiative “specialists in change” as well as the abovementioned “globalization.”

Why “Specialists in Change”?

The environment that surrounds us is constantly changing. If we take action after a change has already occurred, that action will be too late and we will be swept away by the wave of change. We must seize the initiative by always anticipating and preparing for changes so we can act when necessary. In fact, it is important that we become the ones that make change rather than waiting for it.

Here, let’s think about the feature theme of this report “Technologies Offering Value in New Fields.”

“New fields” refers to fields expected to grow in the future. We need to be alert to the changes taking place in the world in order to identify the fields expected to grow. Moreover, by sensing the seeds of these changes, then nurturing those seeds ourselves, we become the ones that make the change happen.

Next I will introduce examples of the “new fields” SANYO DENKI is involved in by each business category.

In the Cooling Systems Division, we are expanding the sale of our products to the “multi-purpose non-cooling market.”

Previously, most of the fans designed and manufactured by our Cooling Systems Division were embedded in our customers’ devices and used for the purpose of cooling heat-generating areas. A typical example is a fan that cools the CPU inside a computer.

In addition to fans designed for cooling purposes, we are now targeting markets where fans are used for ventilation purposes. A recent example is the adoption of SANYO DENKI fans for household ventilation in Europe. This is the perfect example of penetrating a new field.

For the Power Systems Division, SANYO DENKI was one of the first companies to enter the PV inverter field supporting photovoltaic energy, which is gathering a lot of attention as a renewable energy source. Not stopping at this, we also expanded to PV inverter fields for wind power generation and hydroelectric power generation applications.

The Servo Systems Division has been providing the servo motors used in industrial robots since the 1980s. In recent years, robots have begun being used in fields closely related to human beings. A typical example is robots for nursing care applications. Our servo system products were some of the earliest to be adopted in robots for nursing care.

Our three brands *San Ace*, *SANUPS*, and *SANMOTION* all produce energy converting devices. Reducing the loss of each product, in other words, improving conversion efficiency, is a major theme we are constantly pursuing. We believe that the feature theme of this report “Technologies Offering Value in New Fields” should be discussed from the perspective of improving conversion efficiency.

Moreover, in addition to technologies that improve the conversion efficiency of equipment, key sub-themes of “Technologies Offering Value in New Fields” are “people-friendly equipment” and “connected equipment.”

A straightforward example of “people-friendly equipment” is the aforementioned robot used in nursing care. We will continue providing the world with more equipment which users truly find easy to use.

As for “connected equipment,” IoT technology is a good example, and is attracting a large amount of attention from people the world over.

SANYO DENKI wishes to equip its products with this IoT technology so we can constantly offer our customers and society at large the joy (value) of such products.

This completes my brief introduction to “Technologies Offering Value in New Fields.”

SANYO DENKI is pushing forward with initiatives to work with our customers across the globe in solving their issues and helping their products become number one in the industry. Through this initiative, we will continue corporate activities that bring joy to our customers worldwide.